

FIG. 1

System configuration

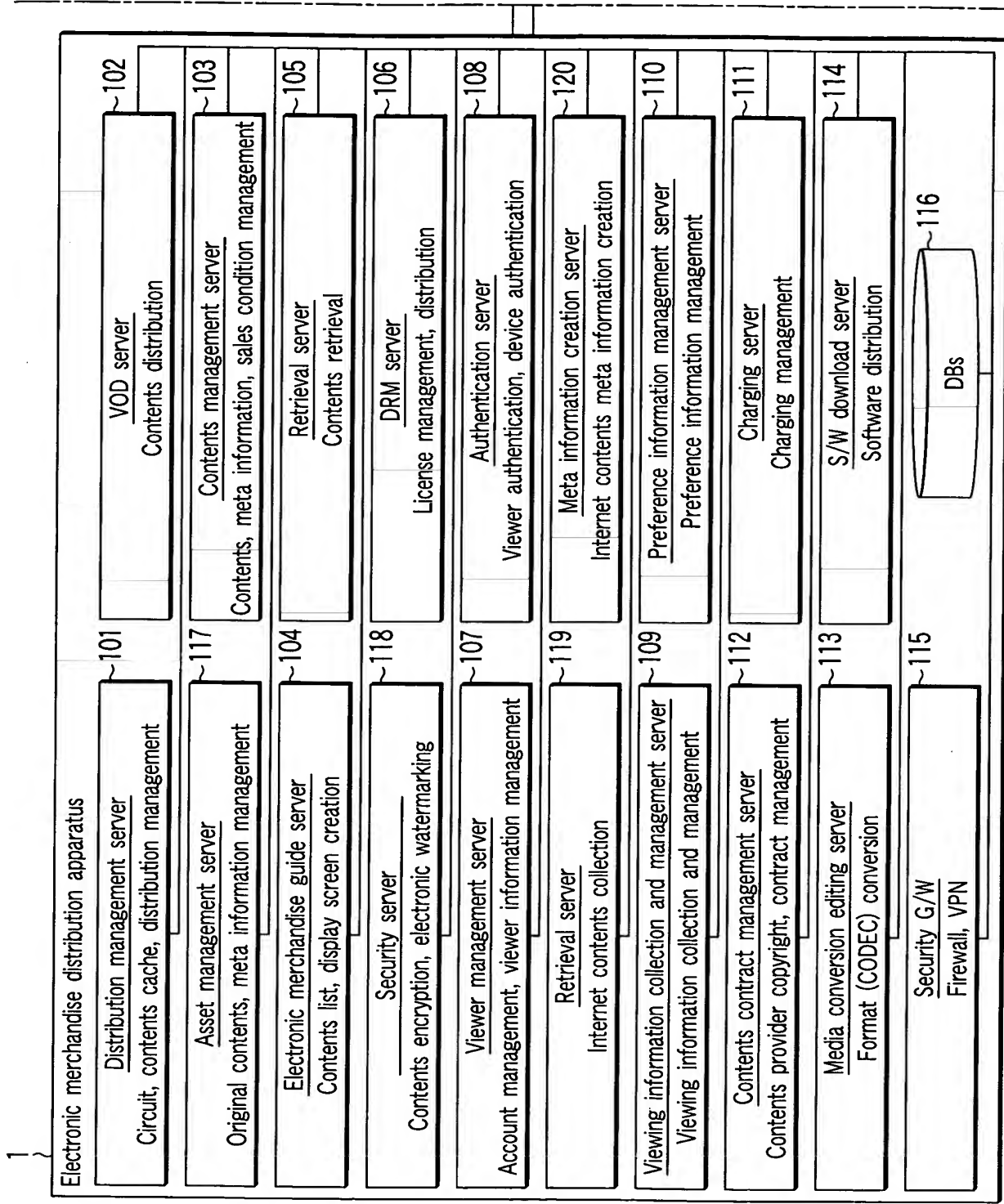


FIG. 2A

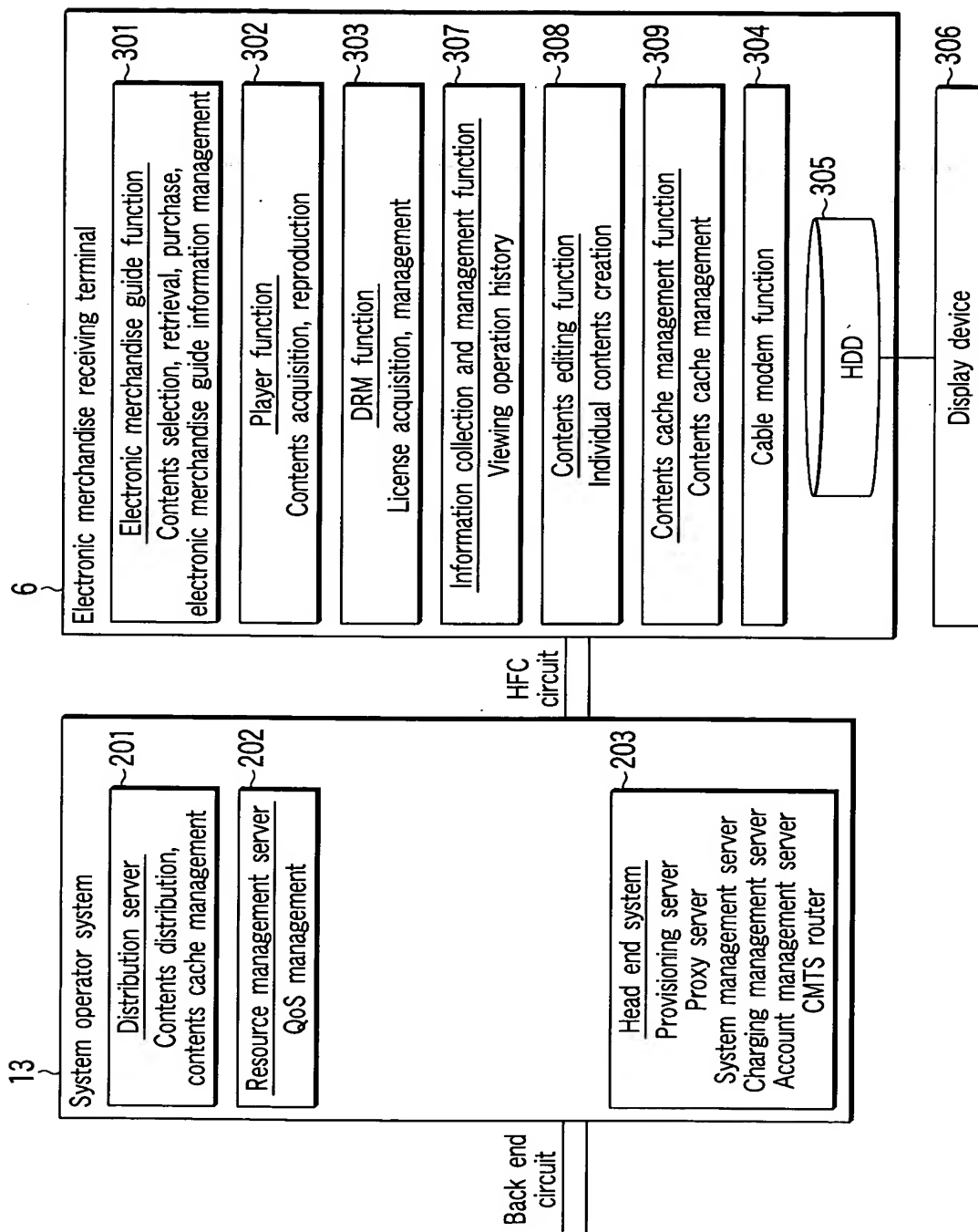


FIG. 2B

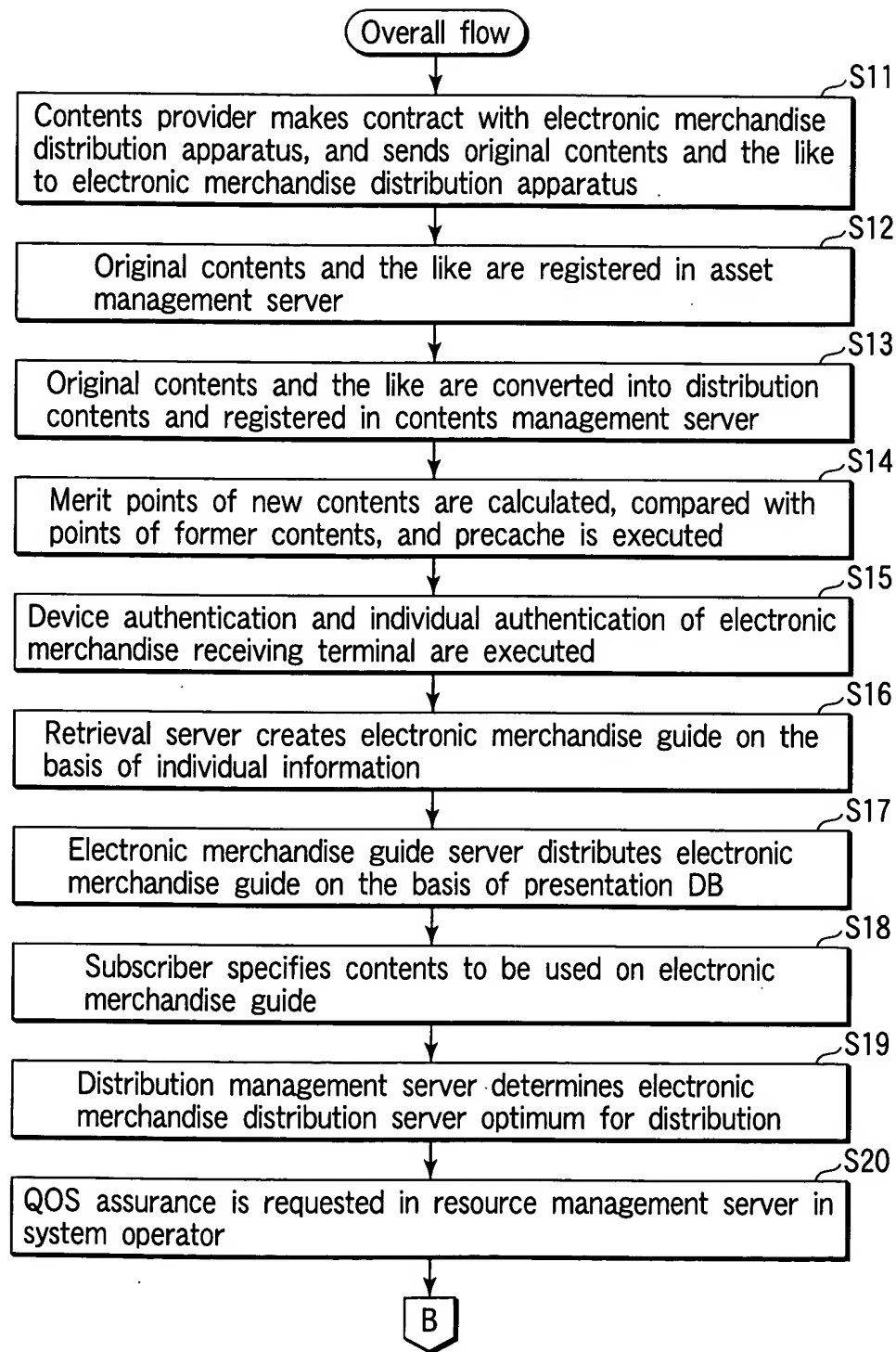


FIG. 3

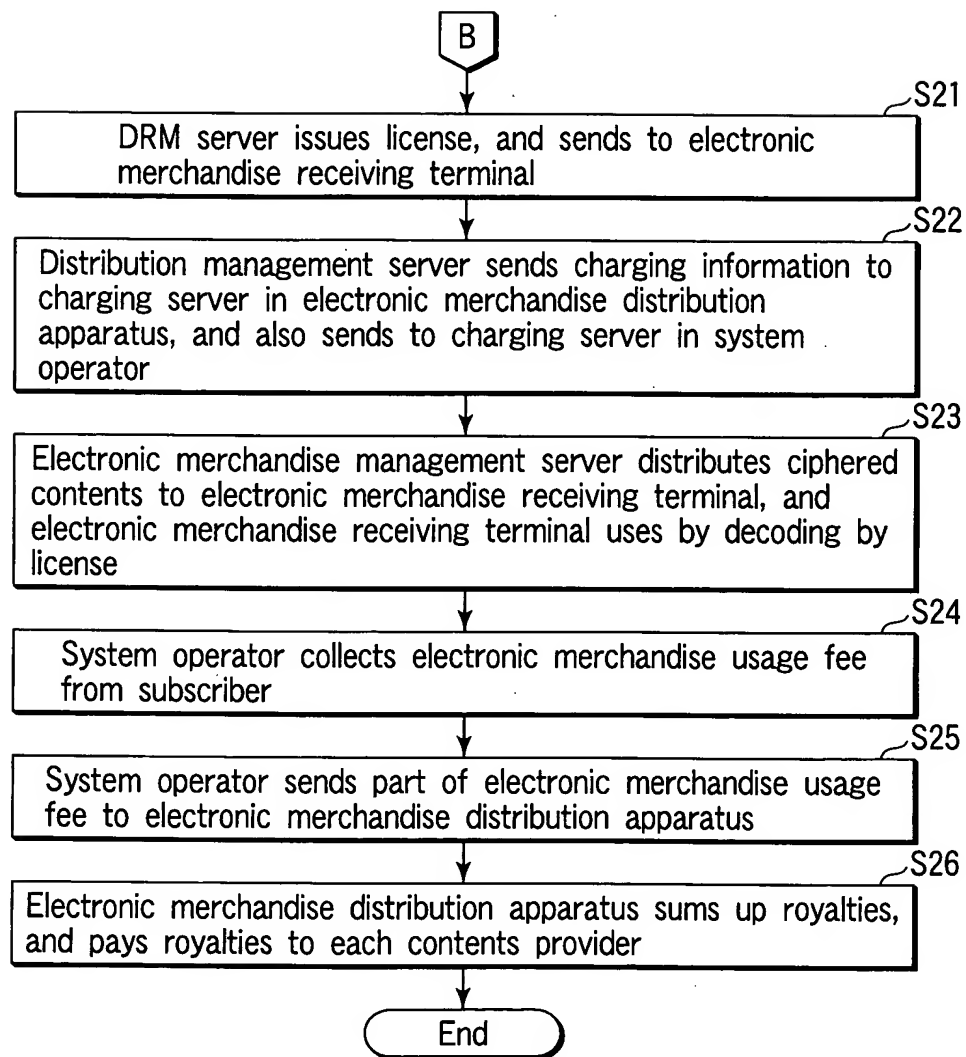


FIG. 4

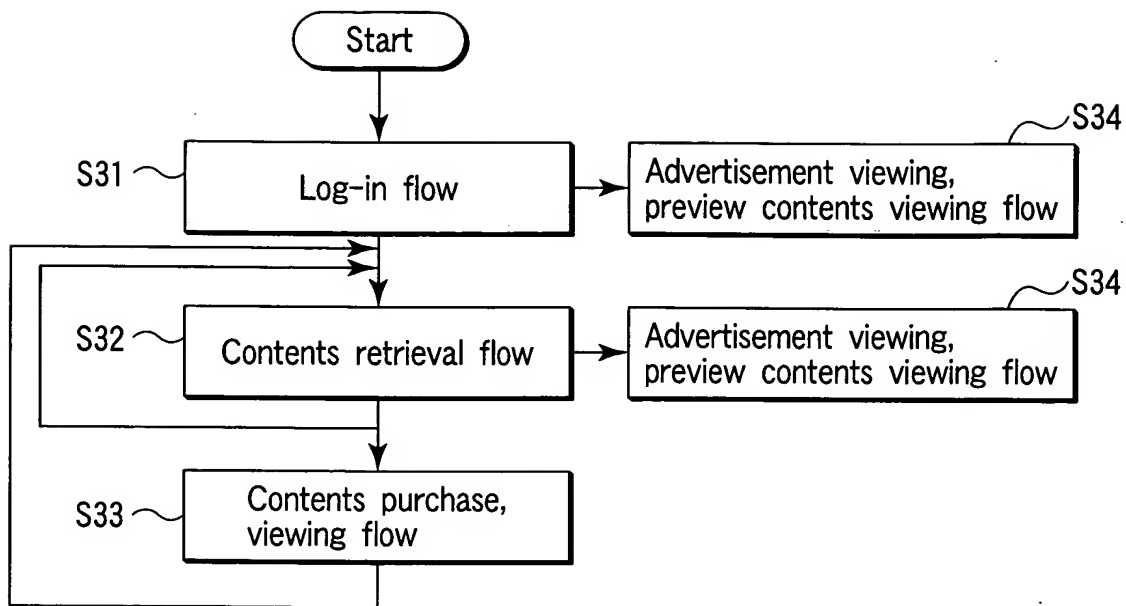
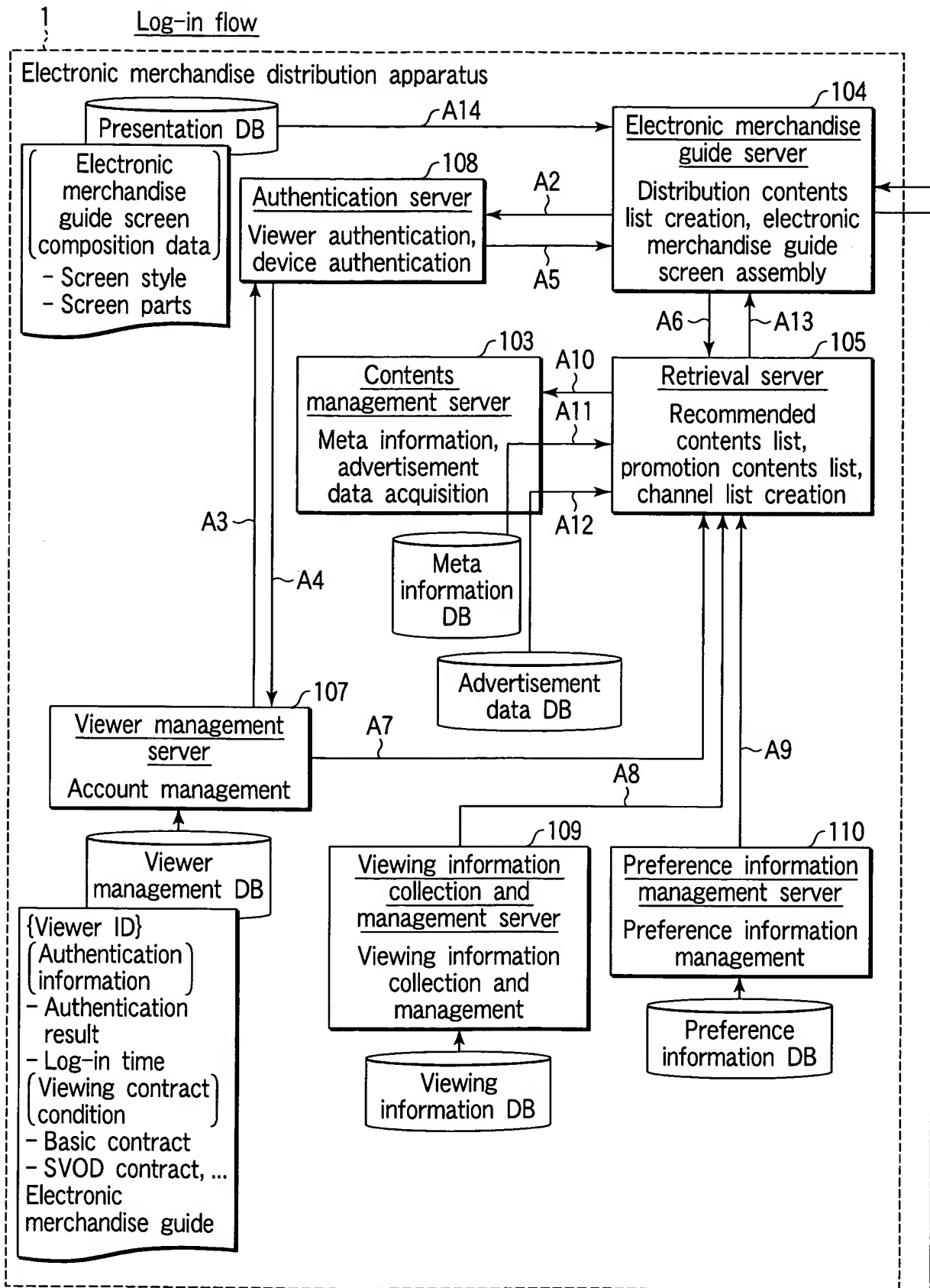


FIG. 5

Channel ID	Channel name	Contents IDs	Category	...
1001	Japanese movie channel	001, 002, ...	Movie	...
1002	Animation channel	010, 011, ...	Animation	...
...

Channel information data structure

FIG. 6



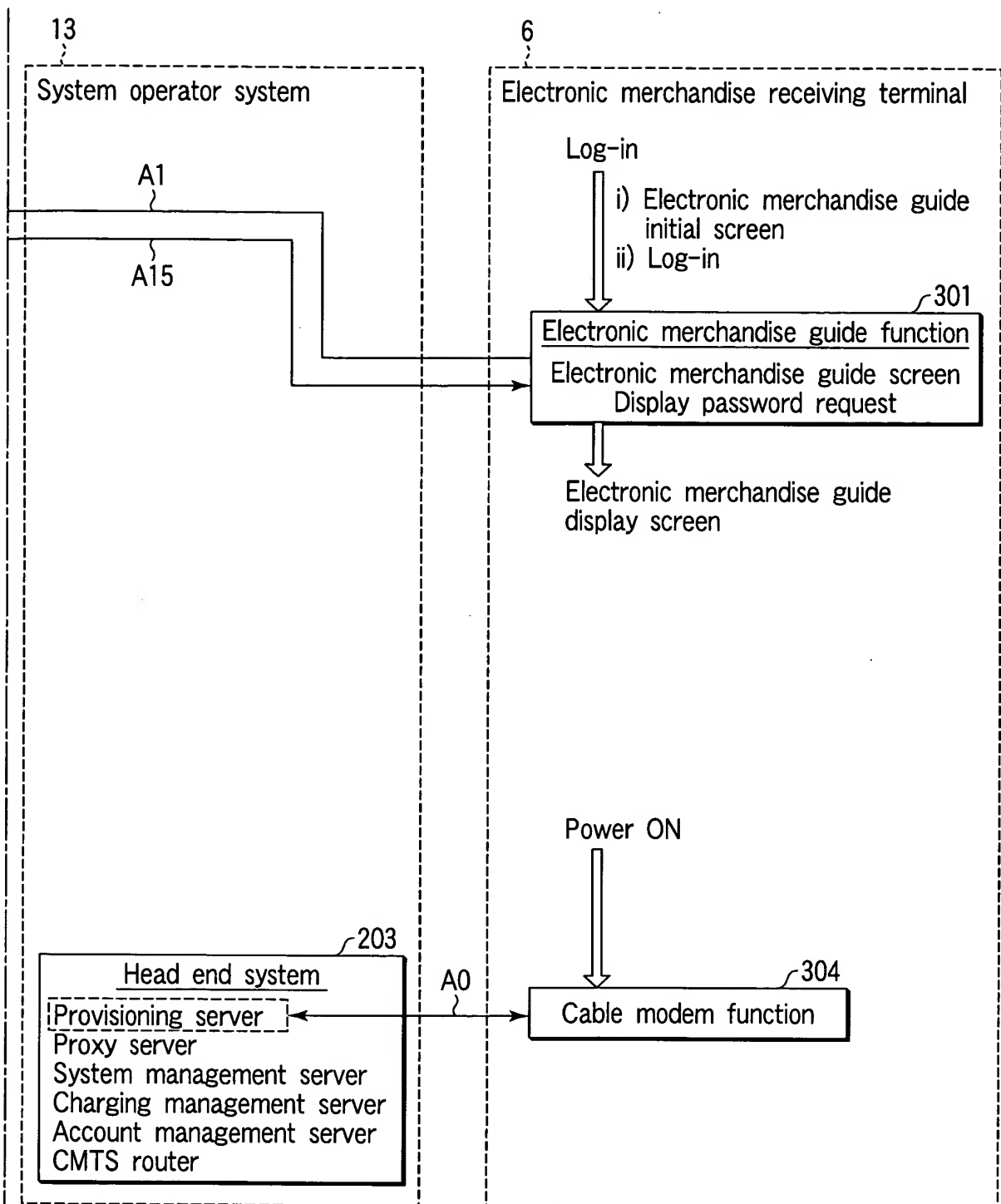


FIG. 7B

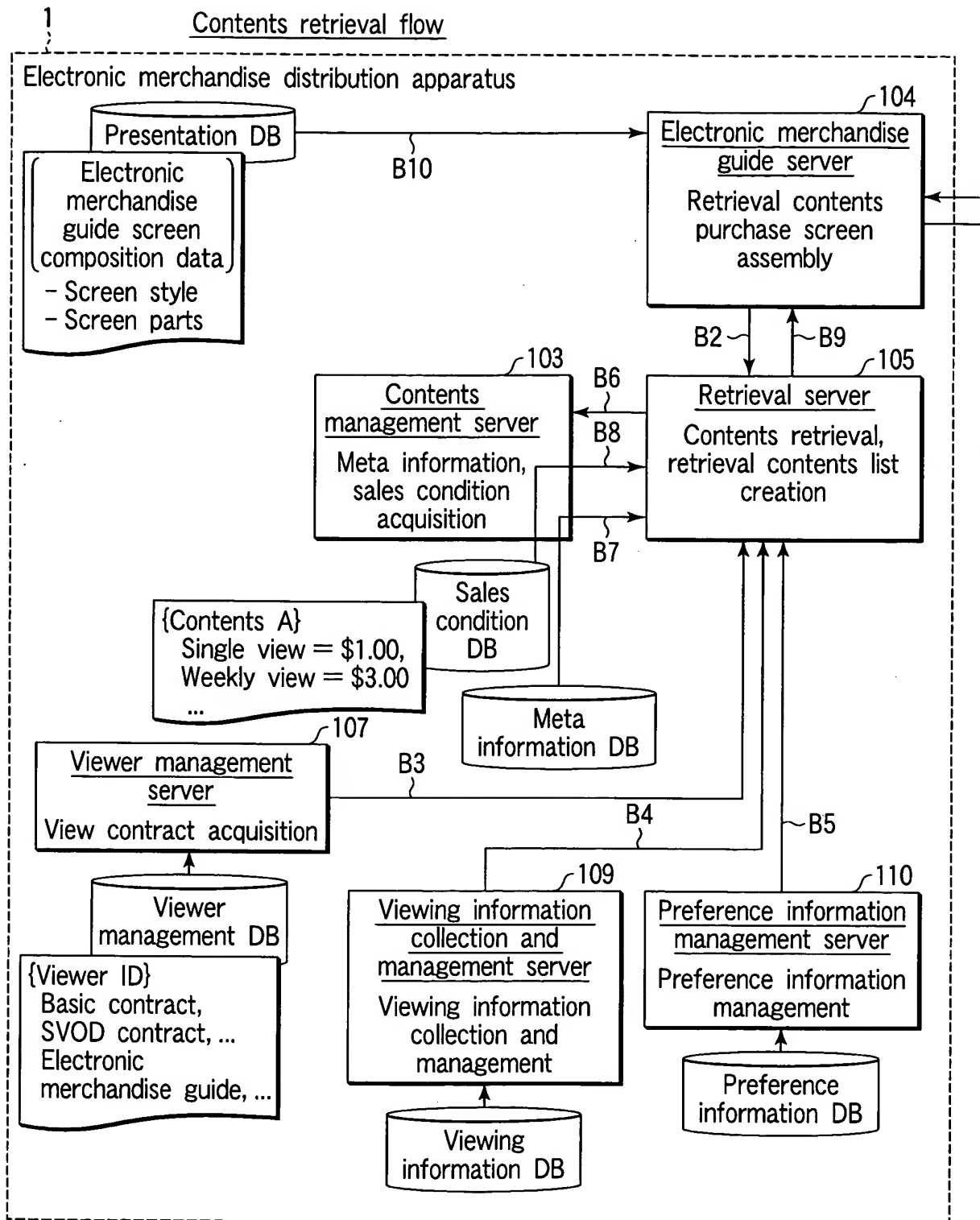


FIG. 8A

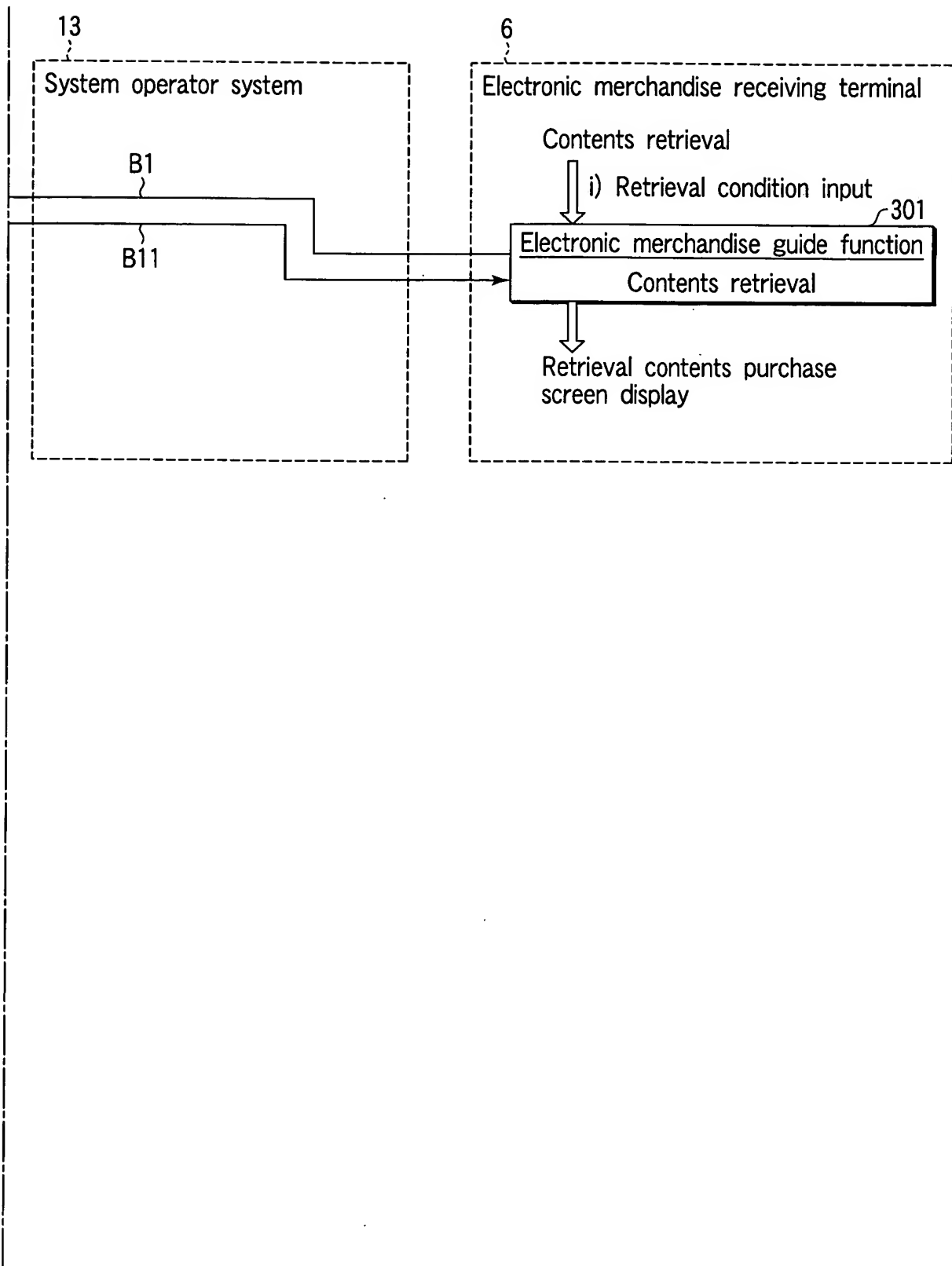


FIG. 8B

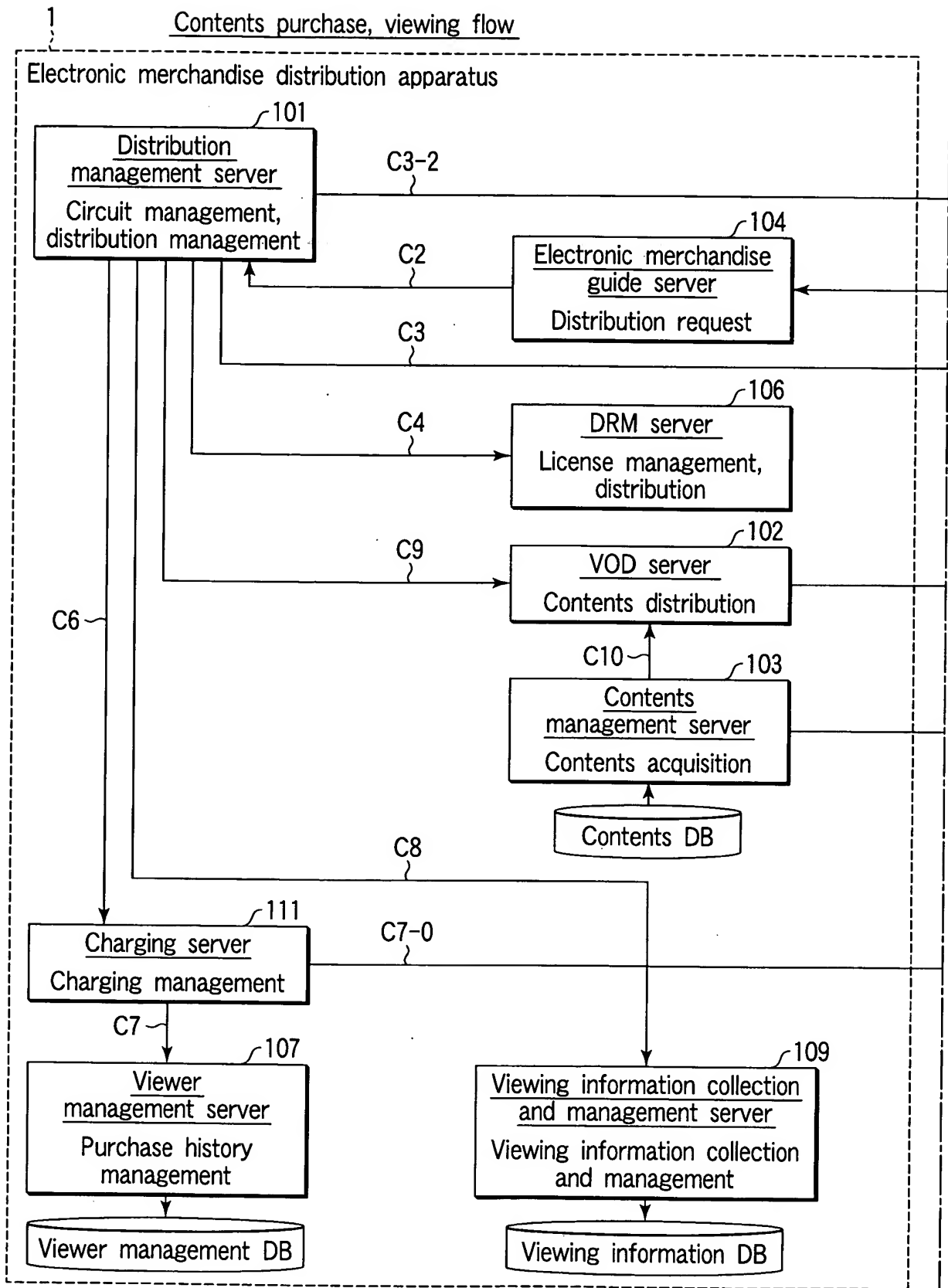


FIG. 9A

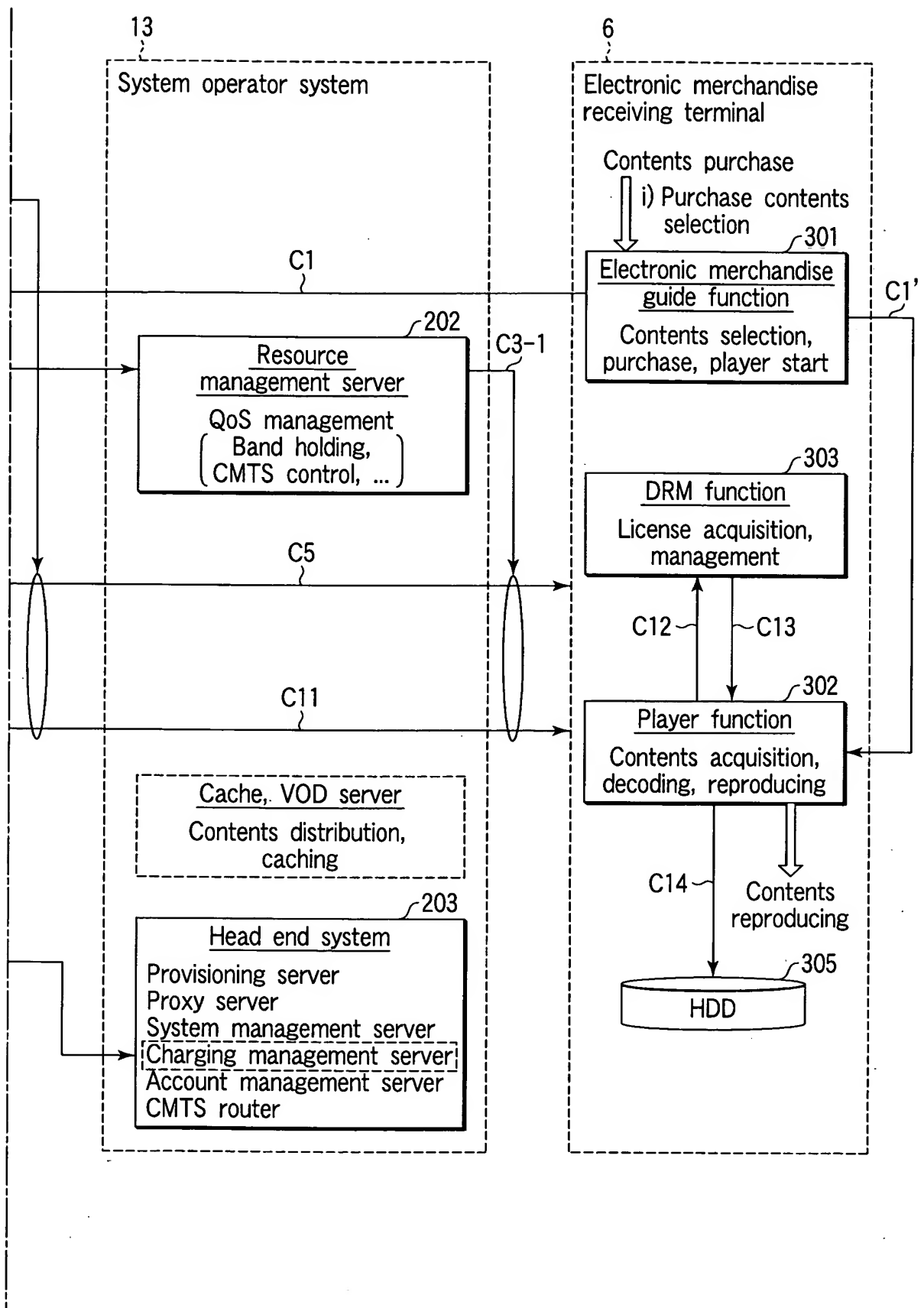


FIG. 9B

1 Advertisement viewing, preview contents viewing flow

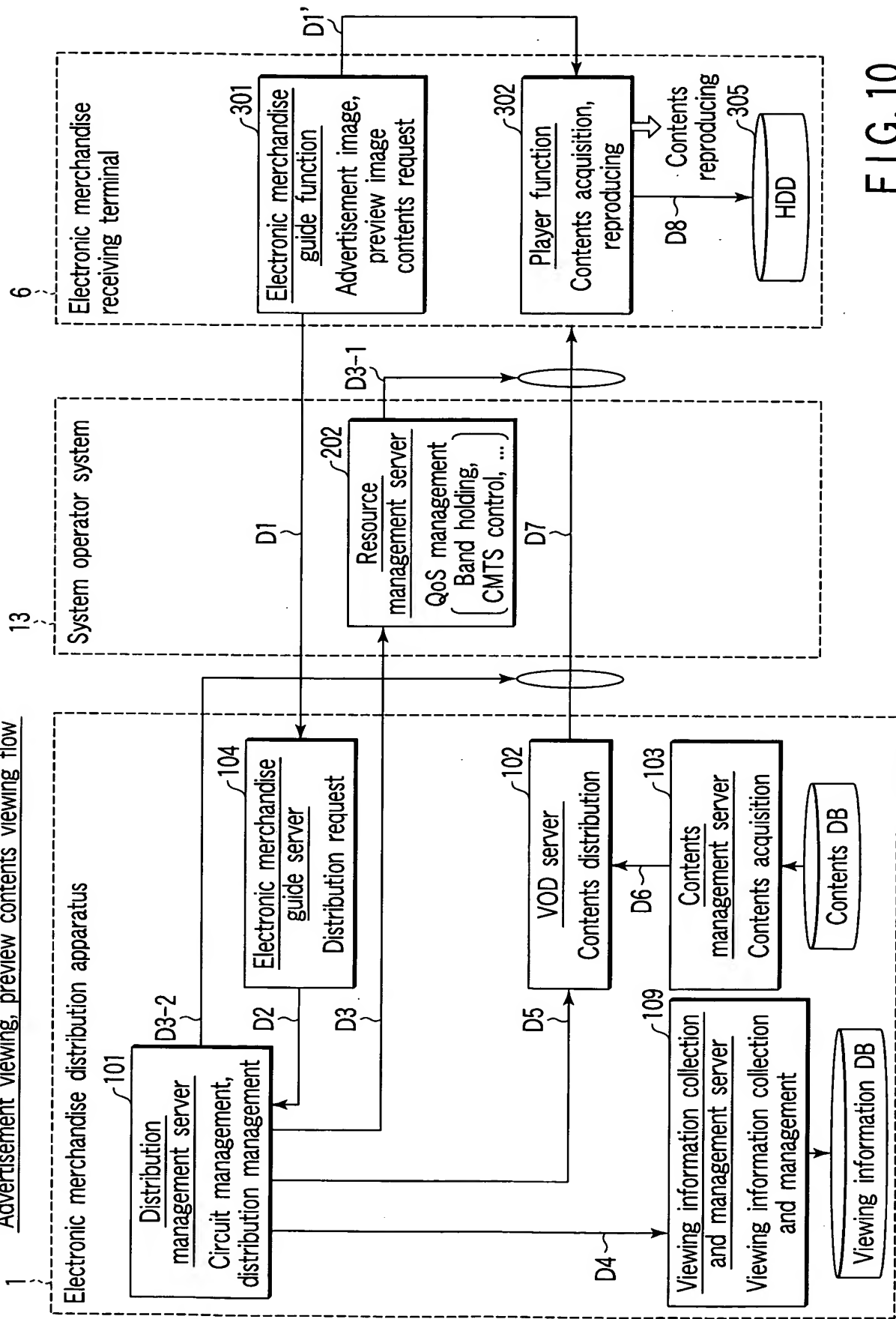
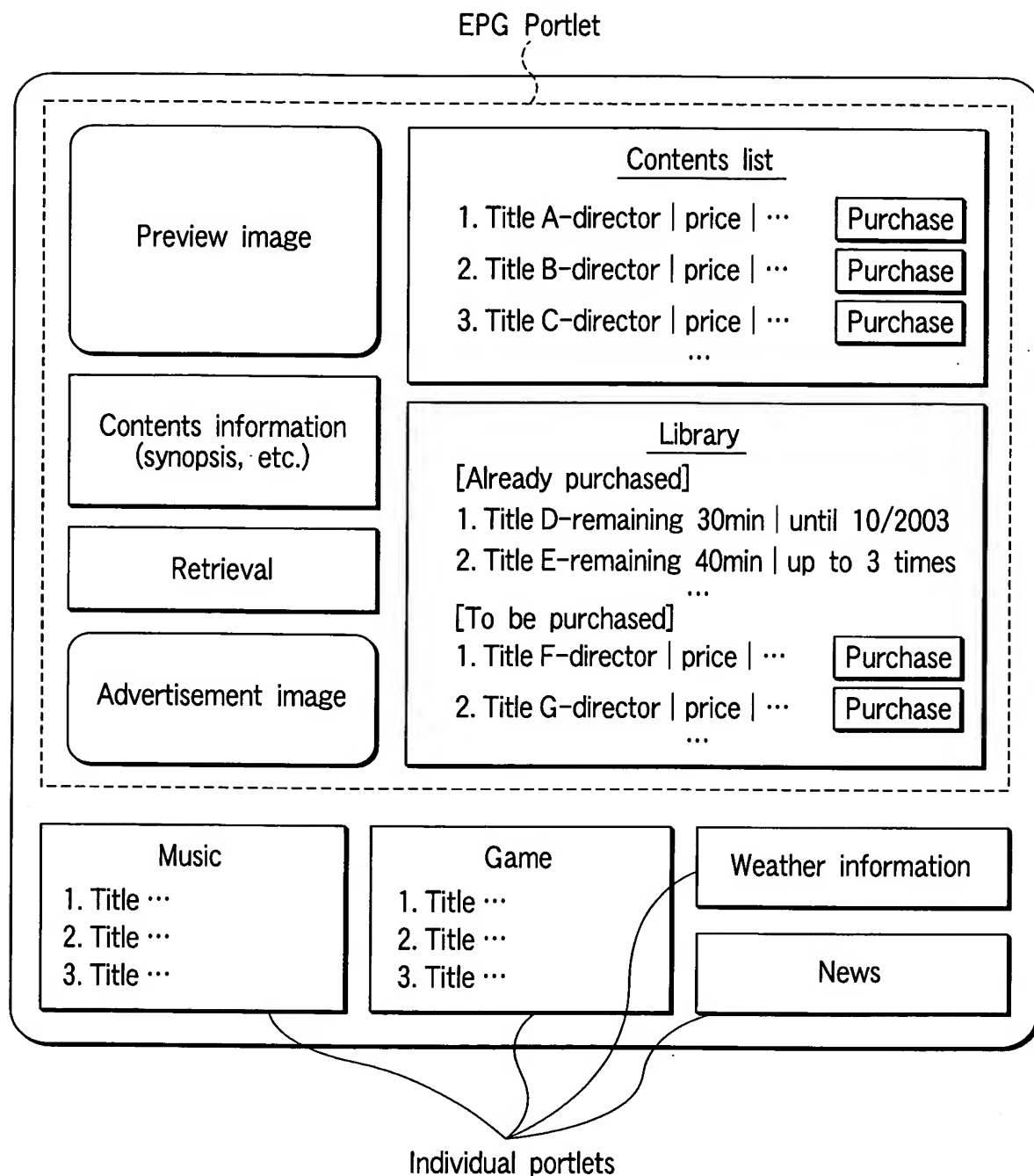


FIG. 10



Example of electronic merchandise guide screen

FIG. 11

Data structure of viewing information

Contents ID	Title	Date of view	Duration of view	...
001	Title A	2004/01/01	01:30	...
002	Title B	2004/02/01	00:21	...
...

FIG. 12

Data structure of preference information

Genre	Category	...
Movie	Action, suspense	...
Music	Jazz, pops	...
News	Sports, business	...
...

FIG. 13

Data structure of operation history information

Contents ID	Contents field	Date of operation/view	Duration of operation/view	...
100	Advertisement view	2004/03/01	00:05	...
101	Game trial version	2004/04/01	00:10	...
...

FIG. 14

Access control list example of viewing information

Portlet (Gr) ID	Access right	...
001	r,w	...
002	r,w,d	...
...

FIG. 15

Access control list example of preference information

Portlet (Gr) ID	Access right	...
001	r	...
002	r,w	...
...

FIG. 16

Access control list example of operation history information

Portlet (Gr) ID	Access right	...
001	r	...
002	r,w,d	...
...

FIG. 17

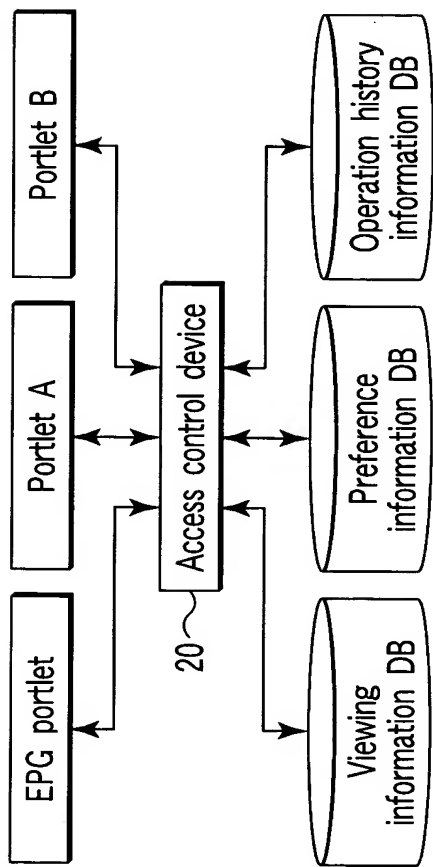


FIG. 18

1	2	3
4	5	6
7	8	9

Screen division

FIG. 20

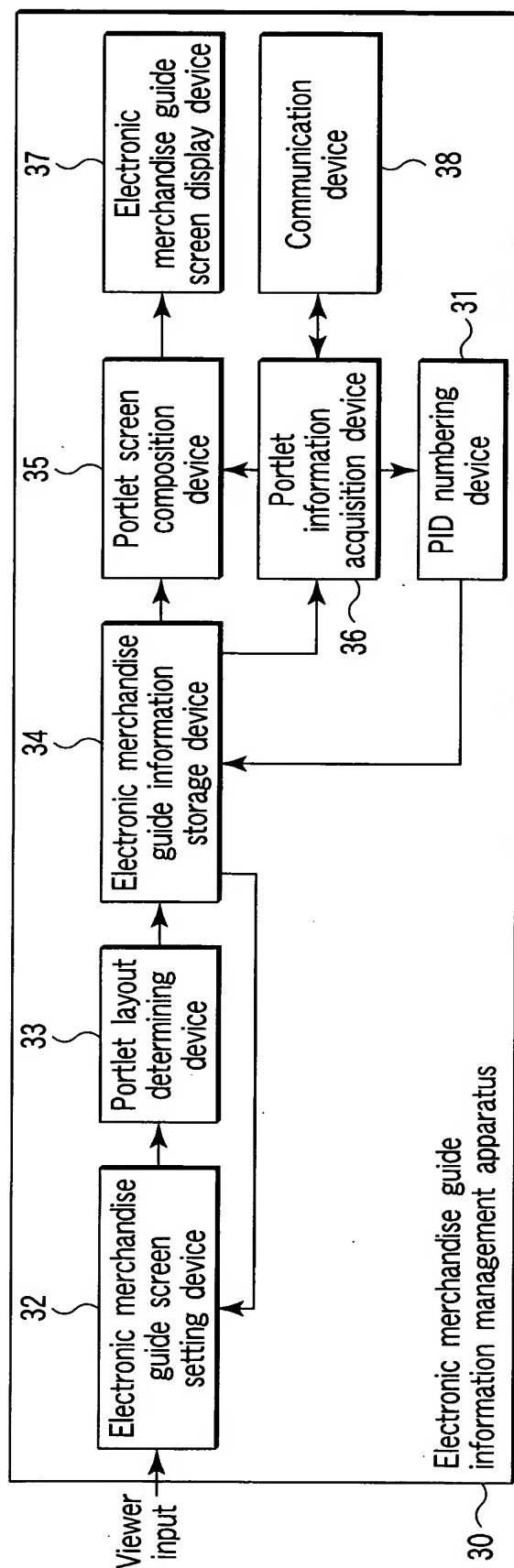
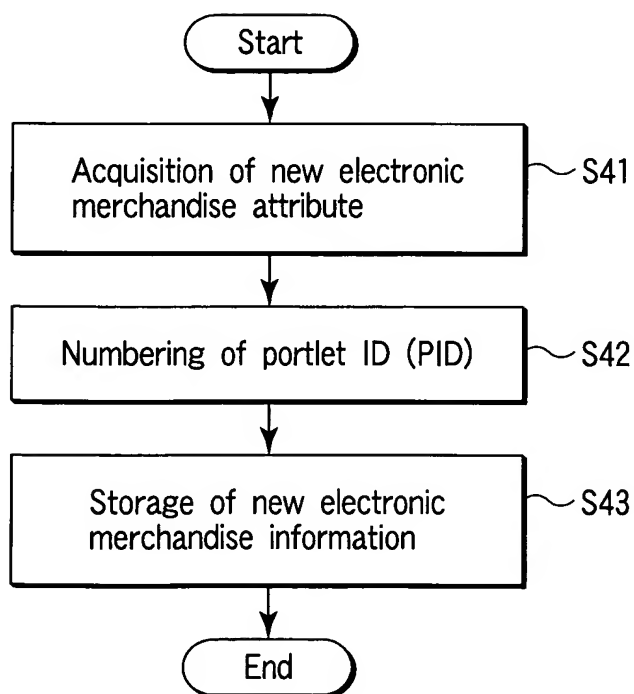


FIG. 19

PID	Electronic merchandise name	Display cell	Style	Electronic merchandise attribute
001	EPG	1,2,4,5	Standard	Preview, distribution contents list, contents retrieval
002	Weather information	3,6	Classic	Area A, district B, update interval = 1 hour
003	Stock market information	7,8,9	Standard	Area A, stock B, update interval = 5 minutes, storage period = last 1 week

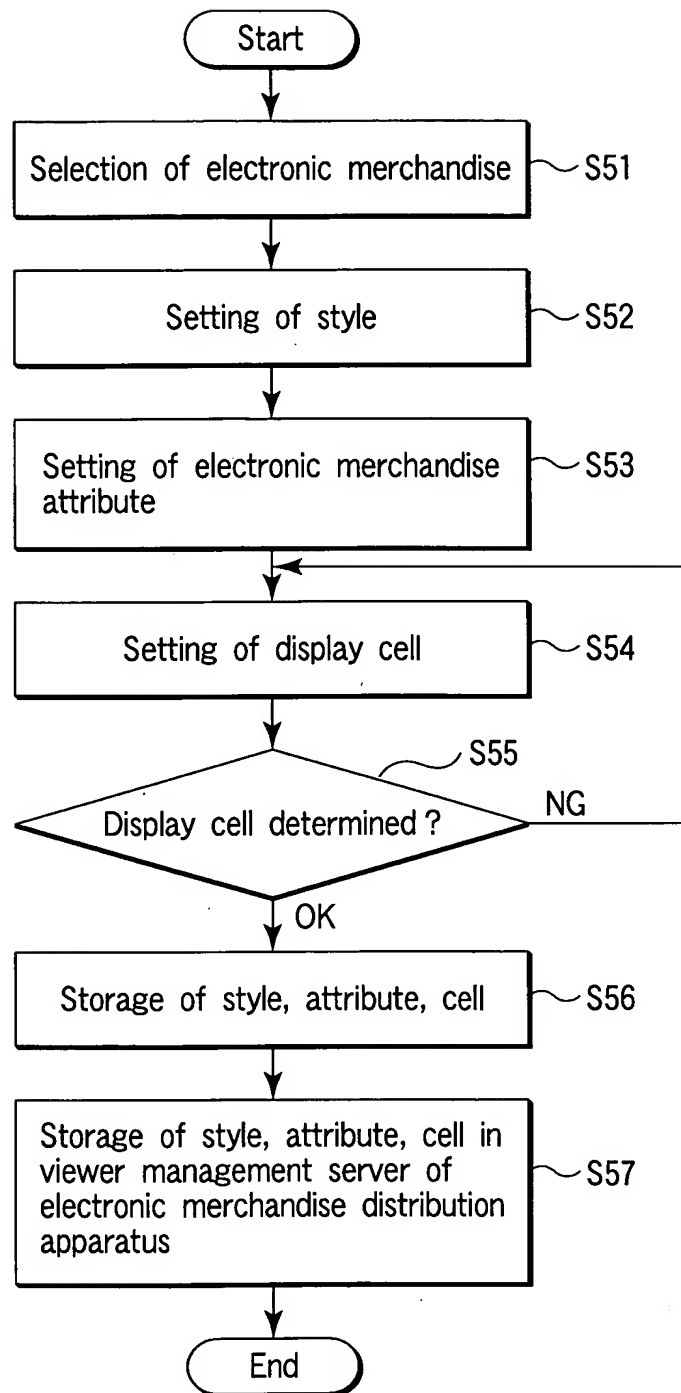
Data structure of electronic merchandise guide information

FIG. 21



New electronic merchandise registration flow

FIG. 22



Customized information registration flow

FIG. 23

Electronic merchandise name	Style	Electronic merchandise attribute
Weather information	Classic (existing)/ standard	Area (A/B/C), district (C/D), update interval (x), storage period (x),..

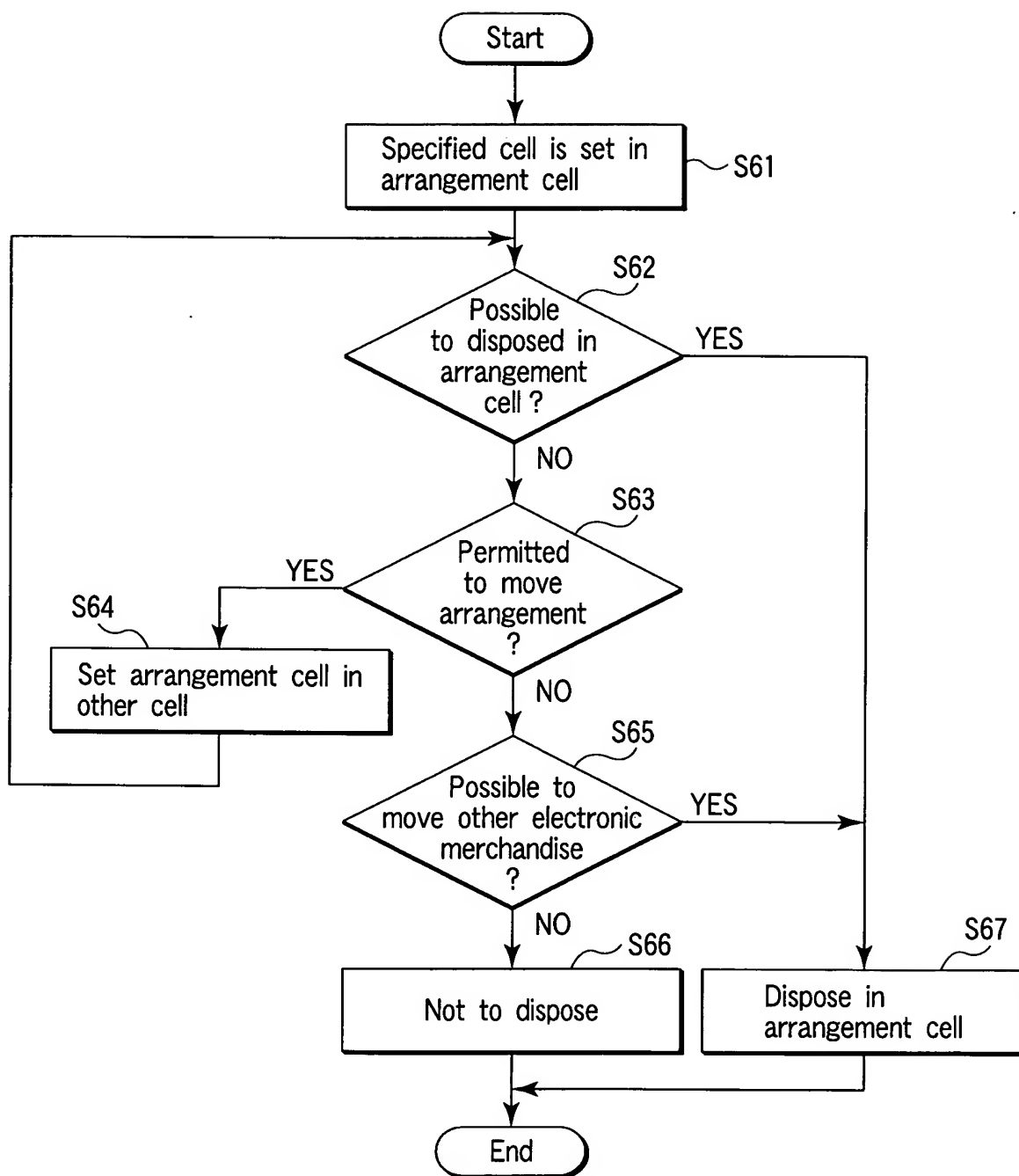
New electronic merchandise information (example)

FIG. 24

EPG display cell	Weather information display cell
Stock market information display cell	

Cell setting example

FIG. 25



Electronic merchandise arrangement flow

FIG. 26

Electronic merchandise information acquisition flow

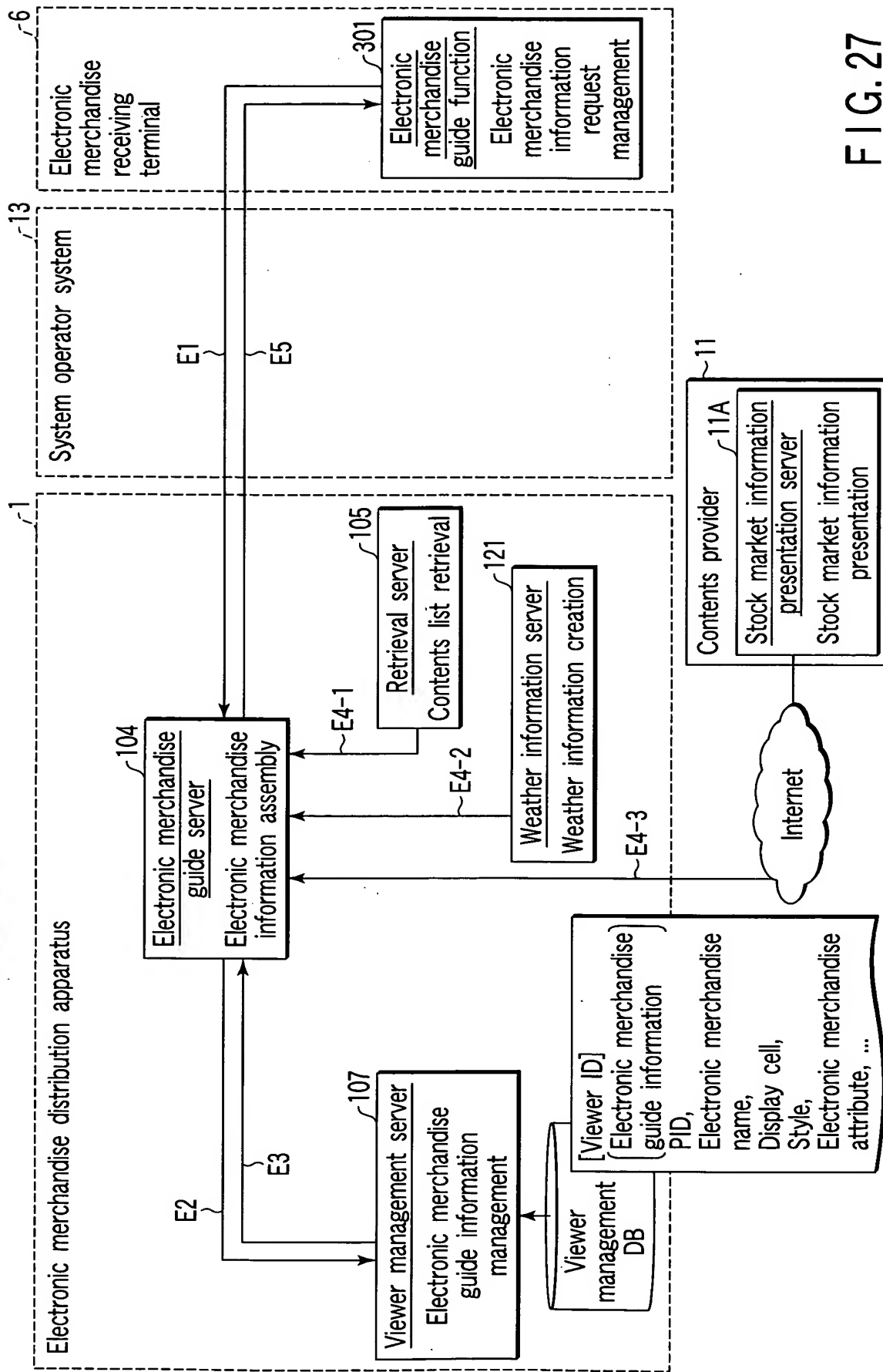


FIG. 27

Tag name	Meaning
Year	Year of manufacture
Title	Title
Actors	Cast
Directors	Director
Producers	Producer
Studio	Studio
Category	Category
Summary	Synopsis
RunTime	Duration
...	...

FIG. 28

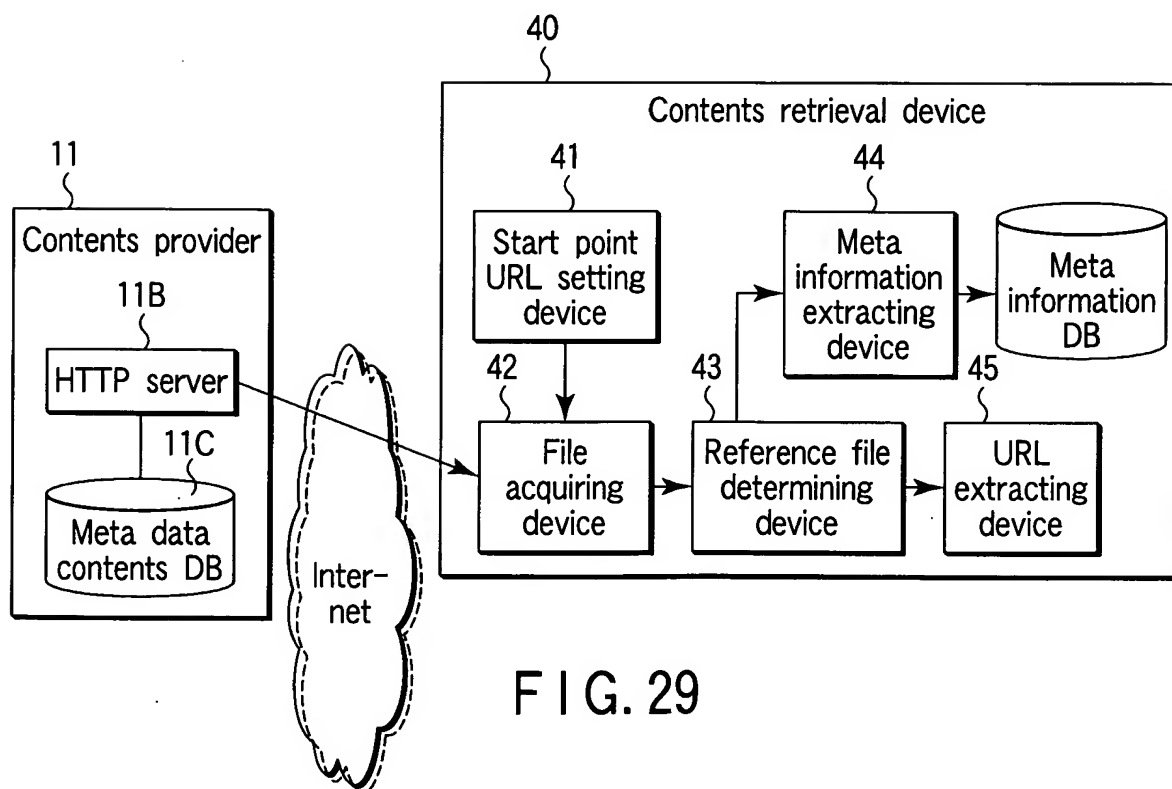


FIG. 29

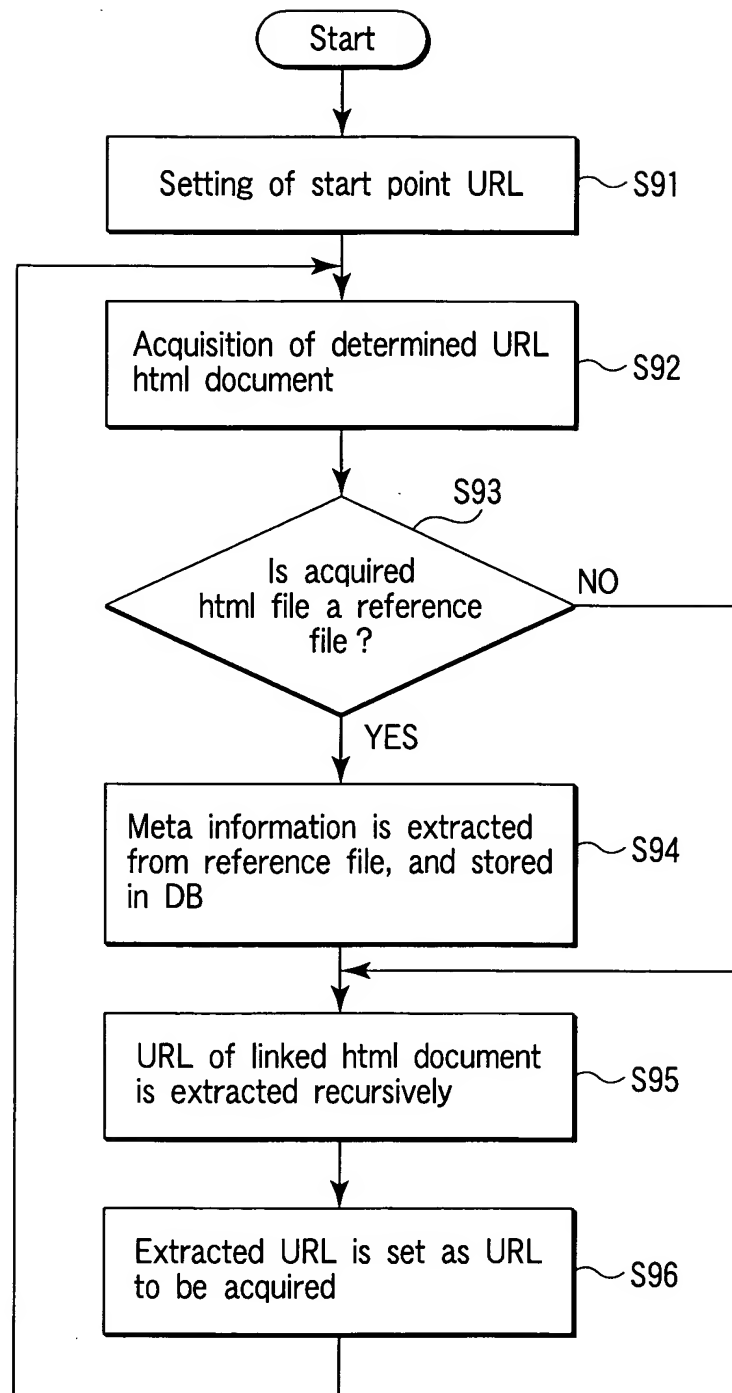


FIG. 30

Preference category	Preference	Description	Preference point
Director	2	Director A	3 points
		Director B	2 points
Actor	3	Actor A	3 points
		Actor B	2 points
Theme music	1	Singer A	3 points
		Singer B	2 points
Genre	2	Suspense	3 points
		Action	3 points

FIG. 31

Preference category	Description
Director	Director B
Actor	Actor A ⋮
Theme music	Singer B
Genre	Romance Drama Panic

FIG. 32

Related items in contents meta information of movie A

Preference category	Description
Director	Director C
Actor	Actor C Actor D ⋮
Theme music	Singer A
Genre	Suspense Romance

FIG. 33

Related items in contents meta information of movie B

View mode	View score points
Whole duration of movie	10
Partial duration of movie	$10 \times \text{view time} / \text{total duration}$
Preview view	1

FIG. 34

Search key	Contents meta information attribute
Singer A	Theme song of movie A
Luxury ship	Hitting synopsis of movie A
Movie B	Hitting title of movie

FIG. 35

Points	Movie A	Movie B
Preference points of viewer A	14 points	9 points
Viewing points of viewer B	6 points	11 points
Retrieval points of viewer C	1 points	9 points
Merits points in above information range	21 points	23 points

FIG. 36

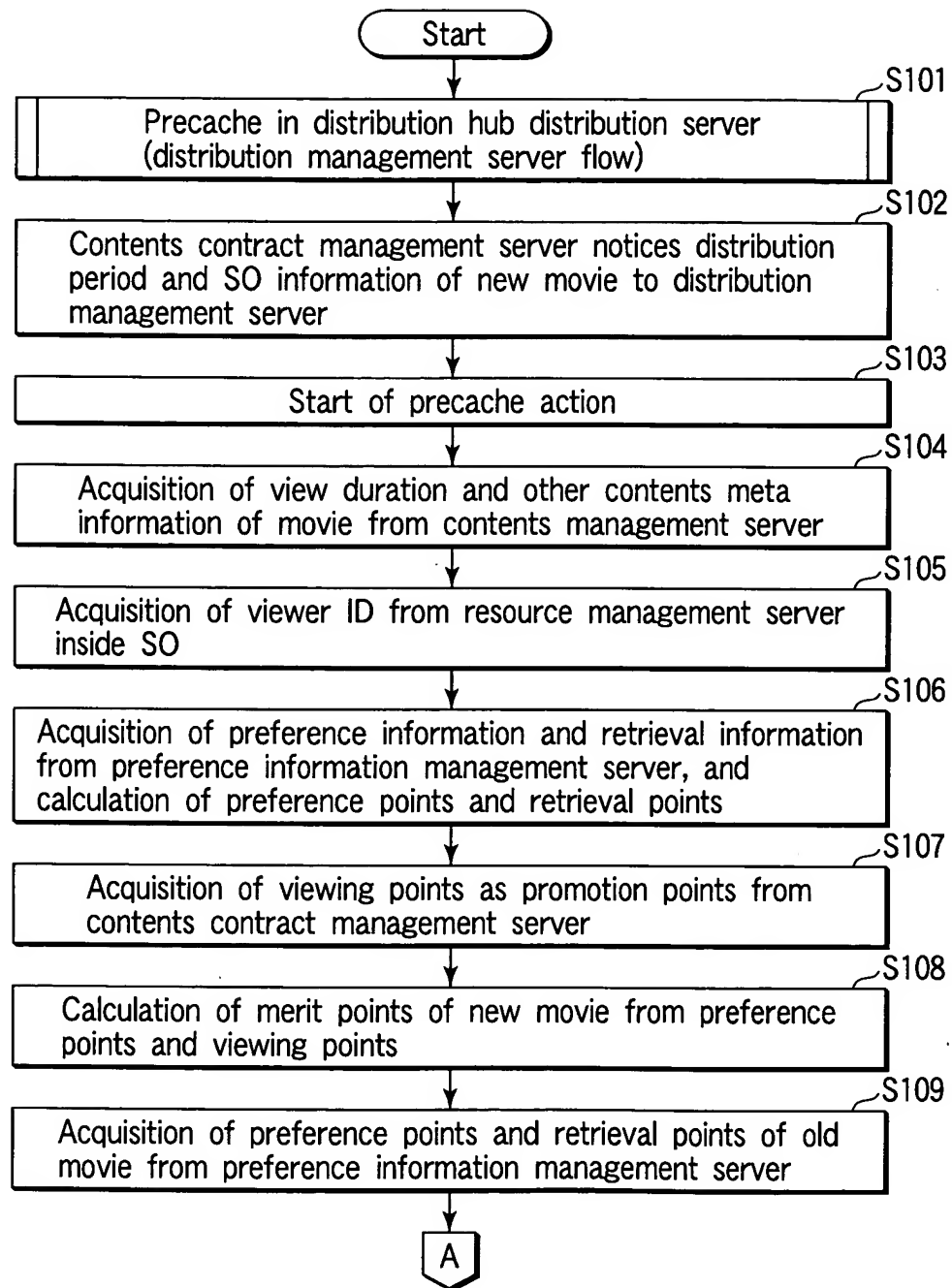


FIG. 37

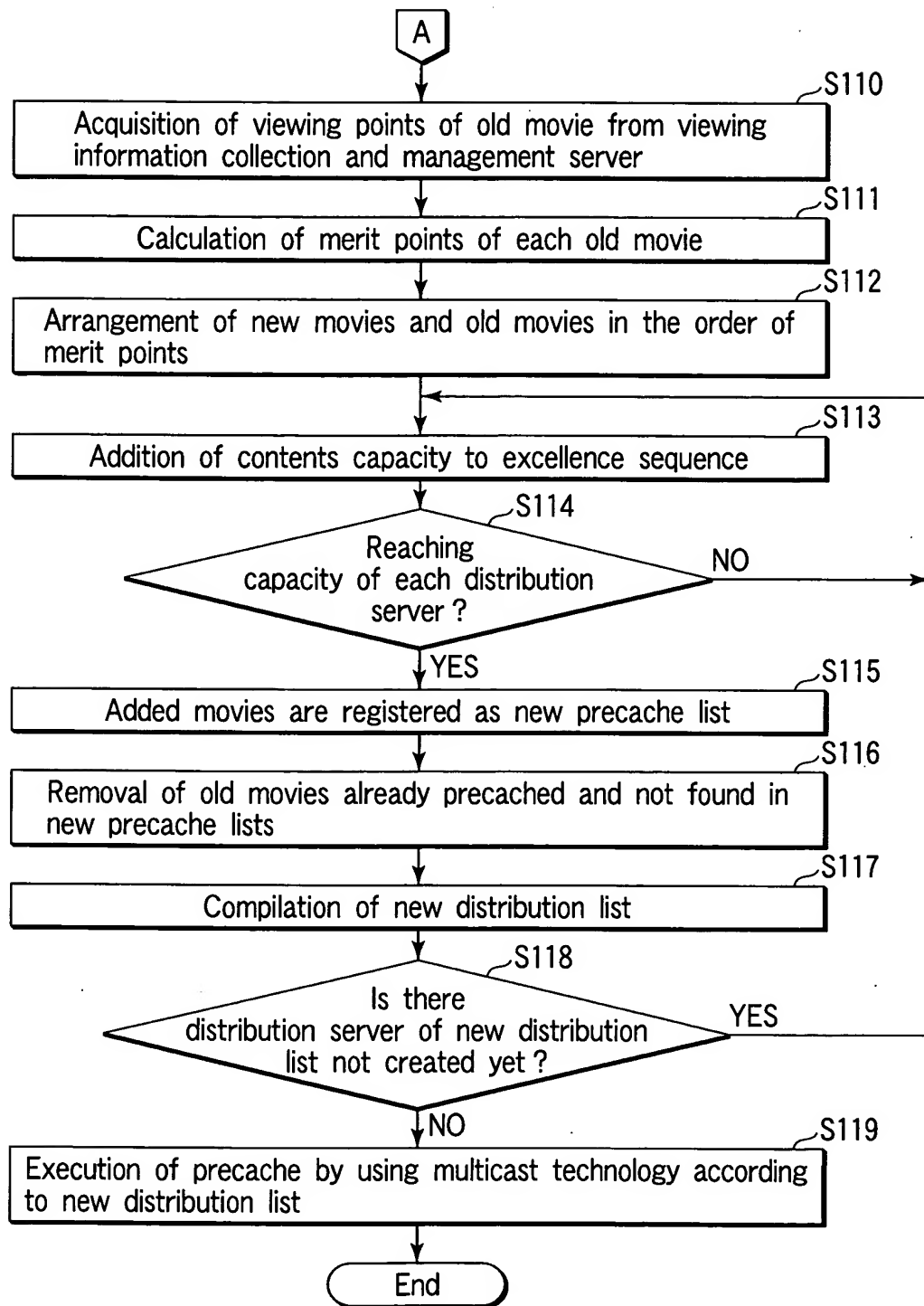


FIG. 38

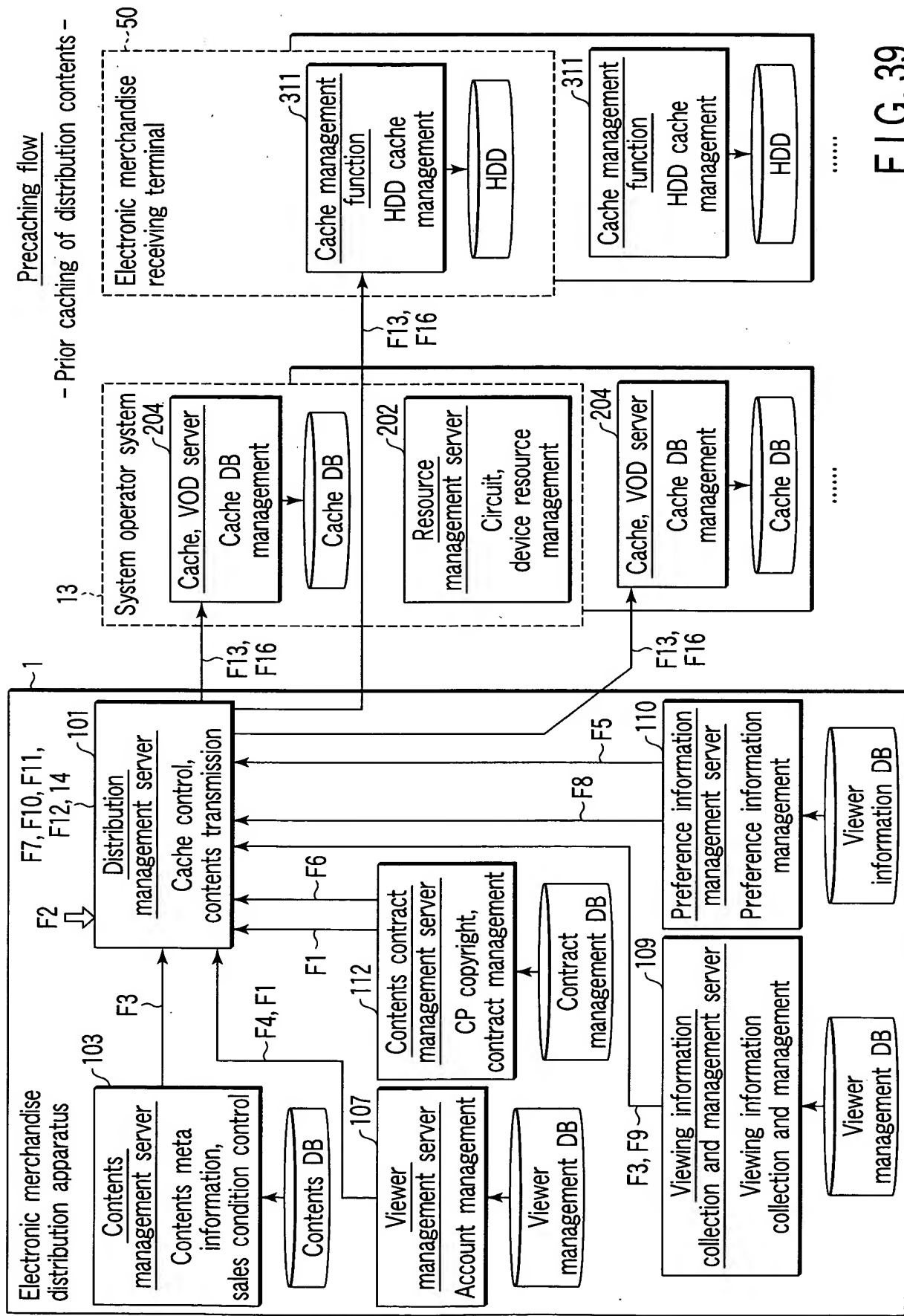


FIG. 39

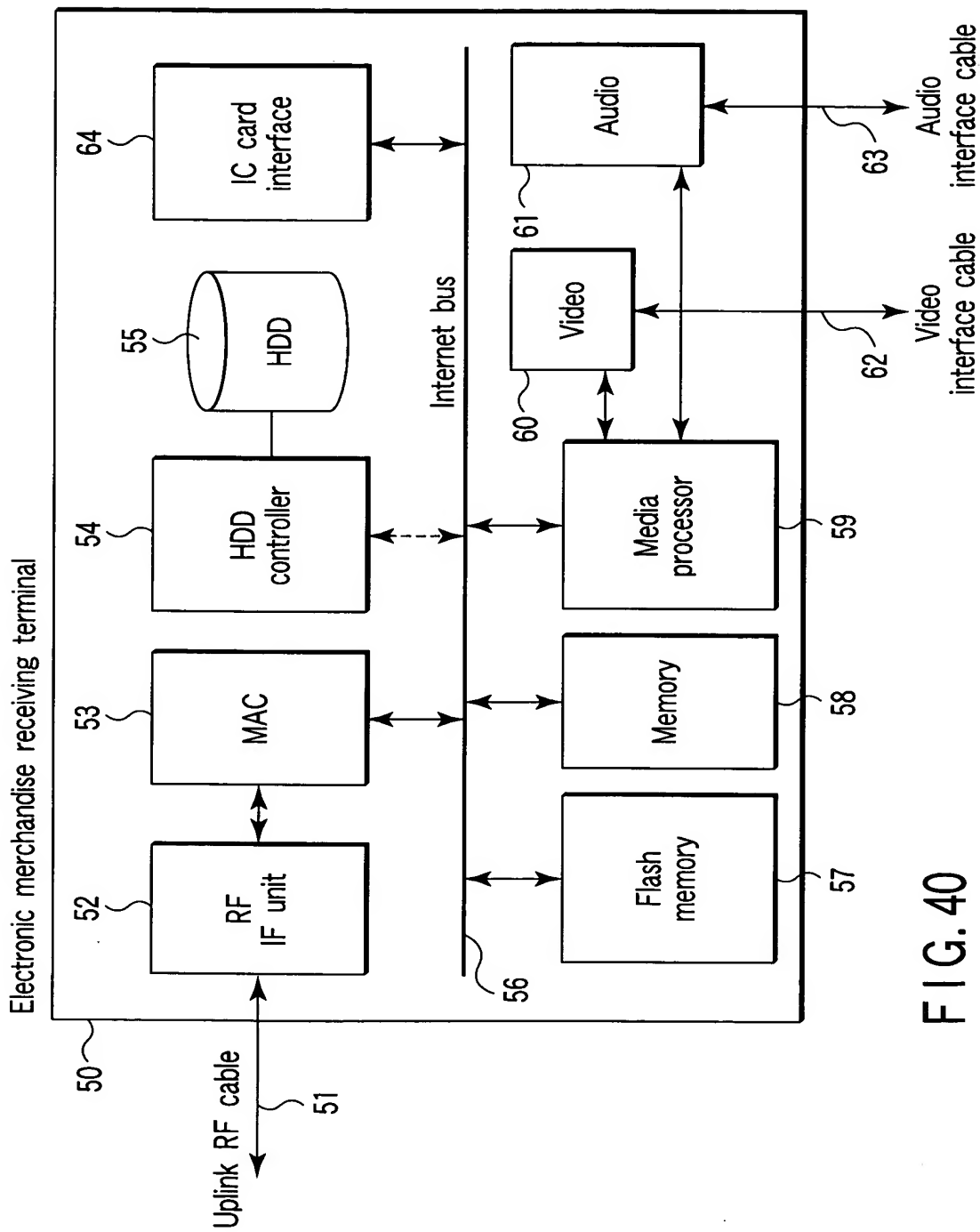


FIG. 40

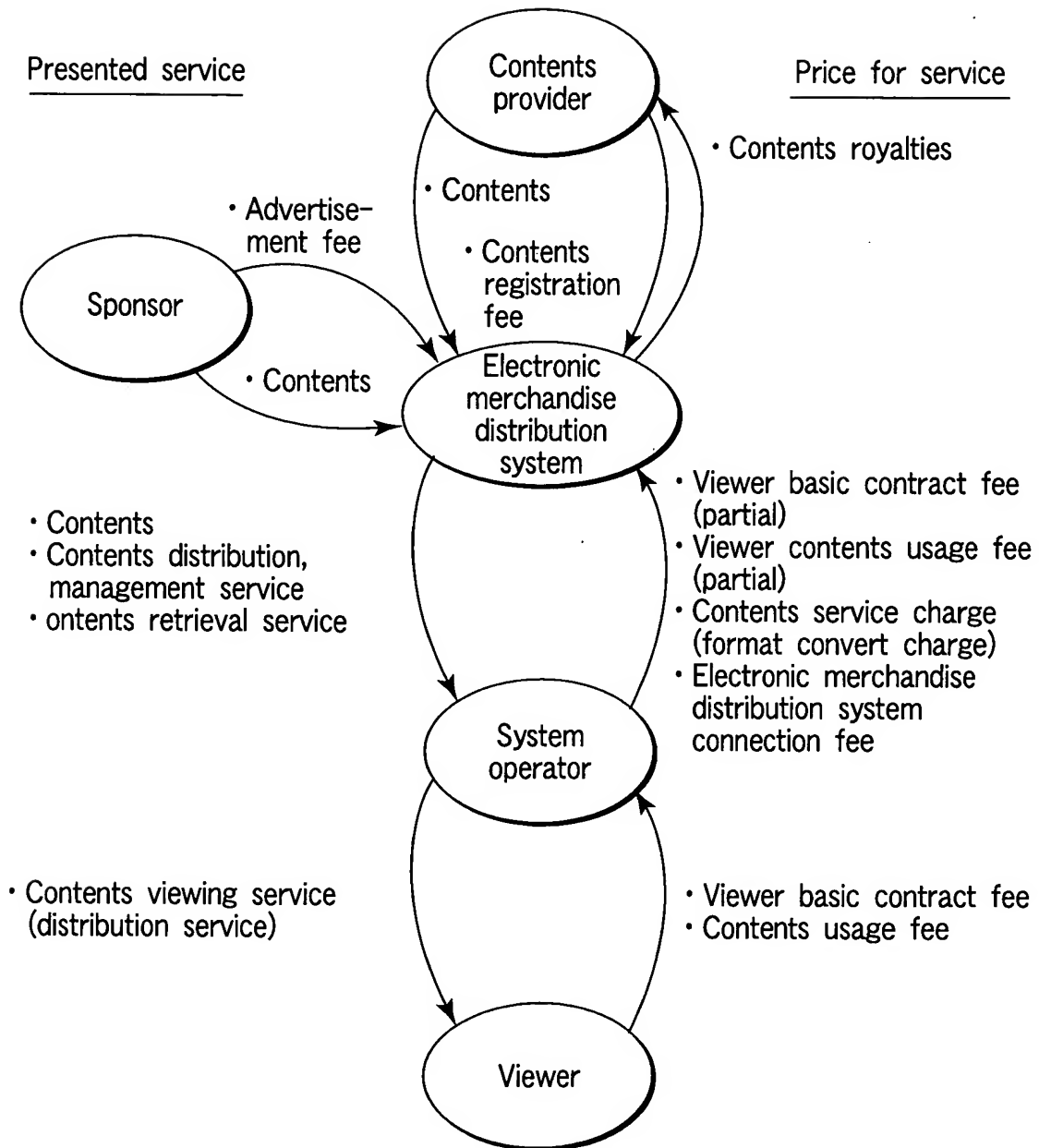


FIG. 41

	Connection with electronic merchandise distribution apparatus	Meta information	Service guarantee
Authorized contents A	N/A	Registered in electronic merchandise distribution apparatus	Yes
Authorized contents B	Exclusive circuit	Registered in electronic merchandise distribution apparatus	Yes
Authorized contents C	Internet	Registered in electronic merchandise distribution apparatus	Yes
Private broadcasting station contents	Exclusive circuit + cable network	Registered in electronic merchandise distribution apparatus	Yes
Nonauthorized contents A	Internet	Created automatically, and registered in electronic merchandise distribution apparatus	No
Nonauthorized contents B	N/A	Registered by application	No

Classification of contents

FIG. 42

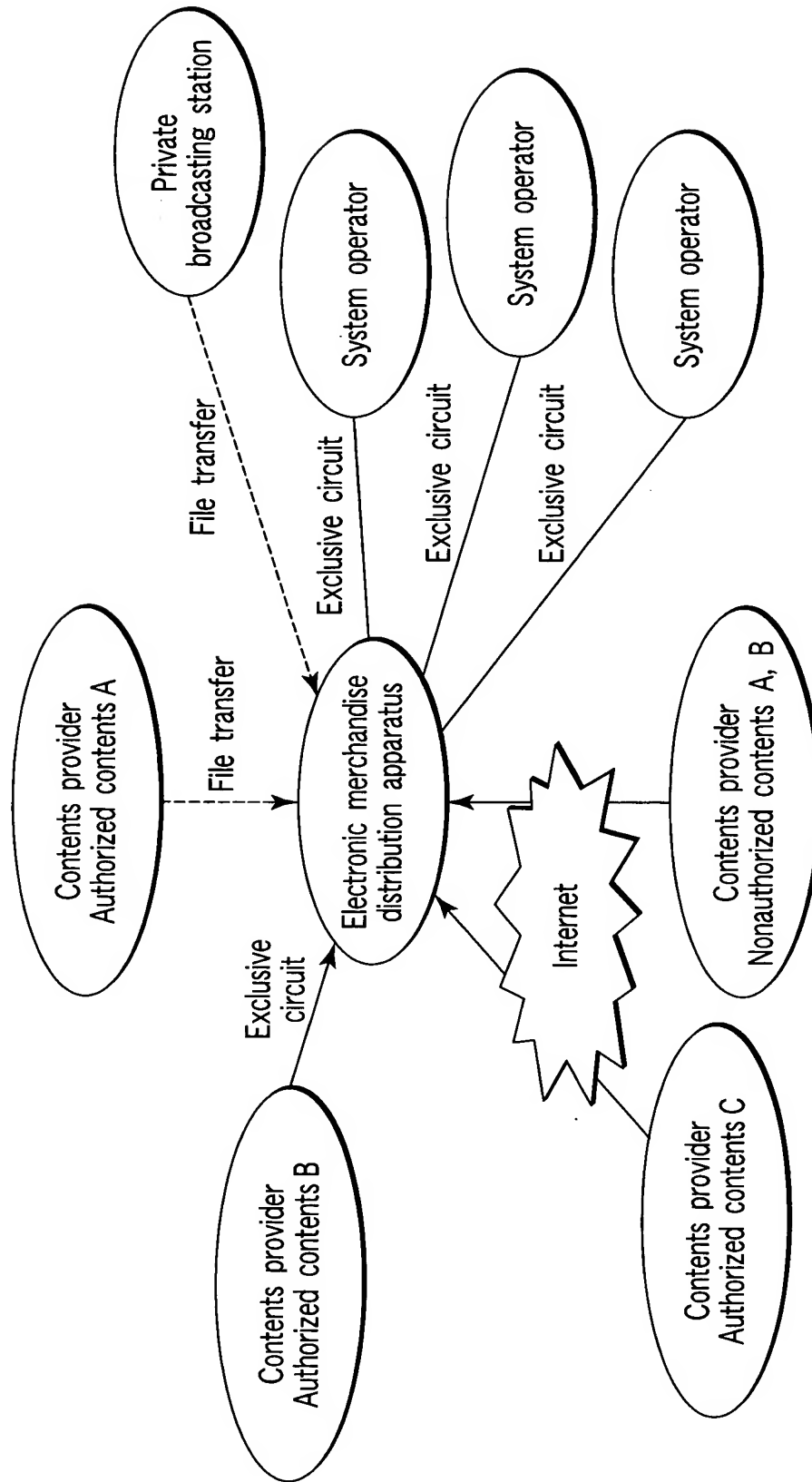


FIG. 43

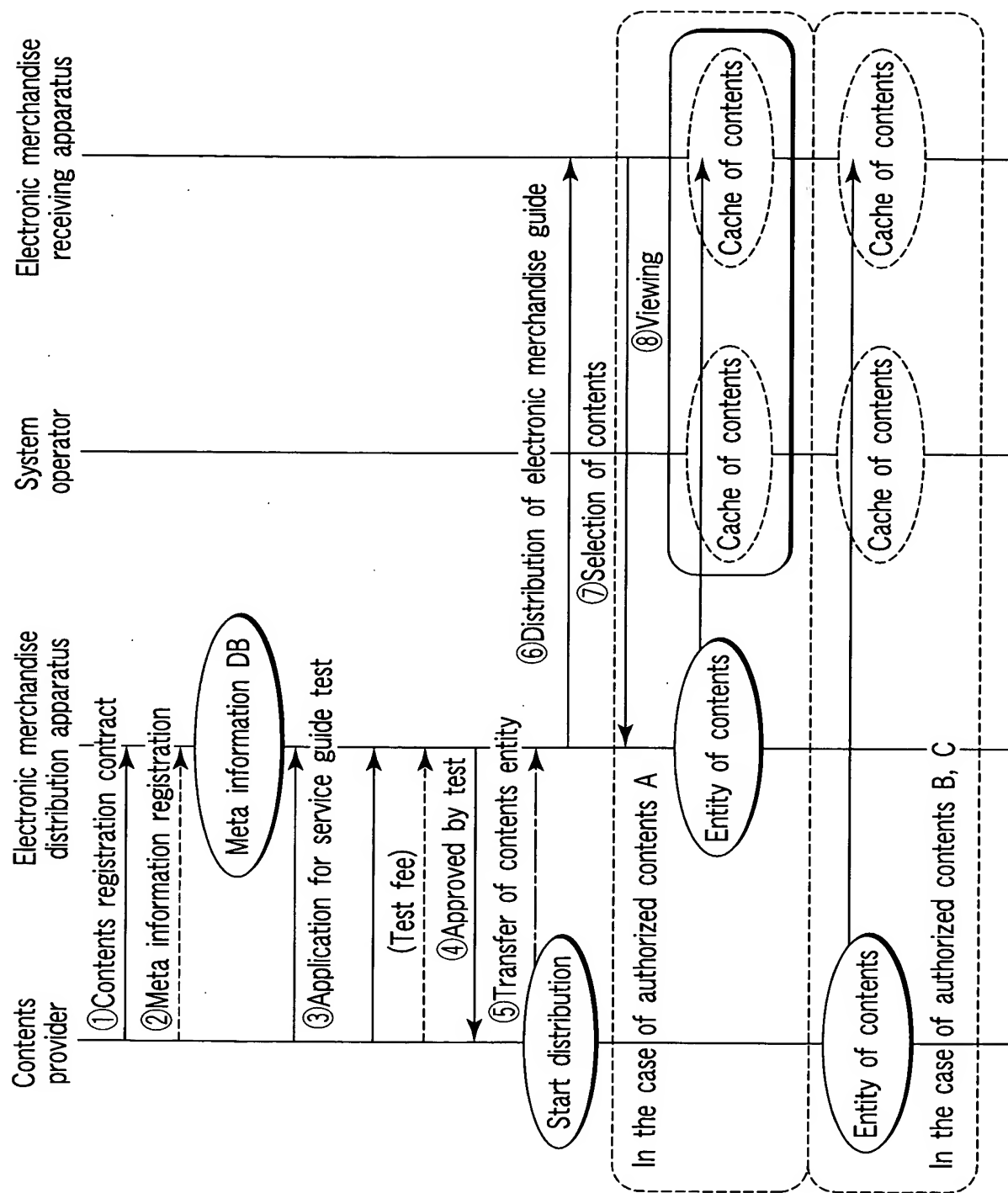


FIG. 44

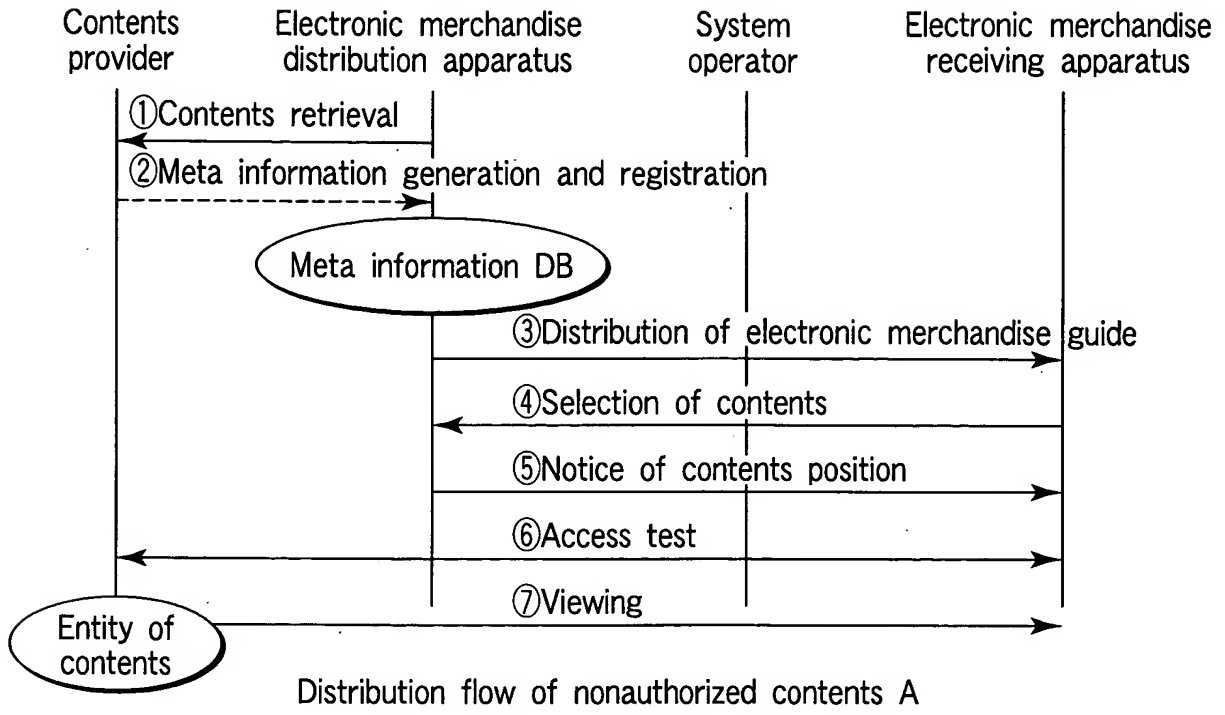


FIG. 45

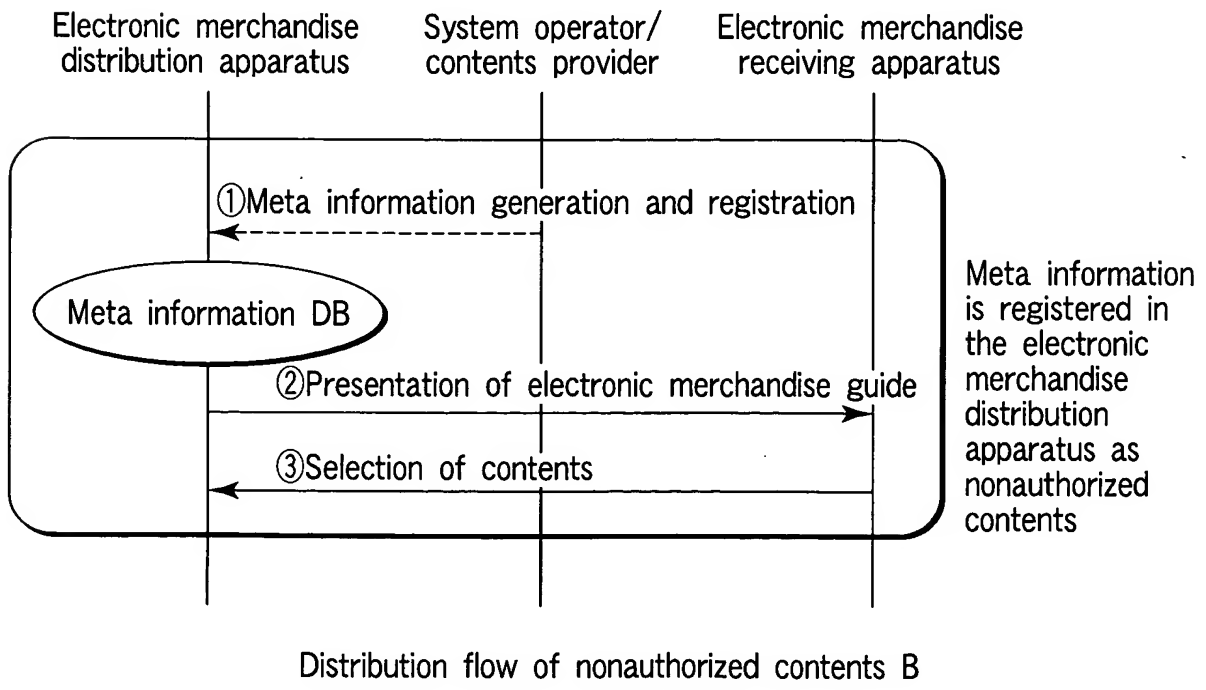
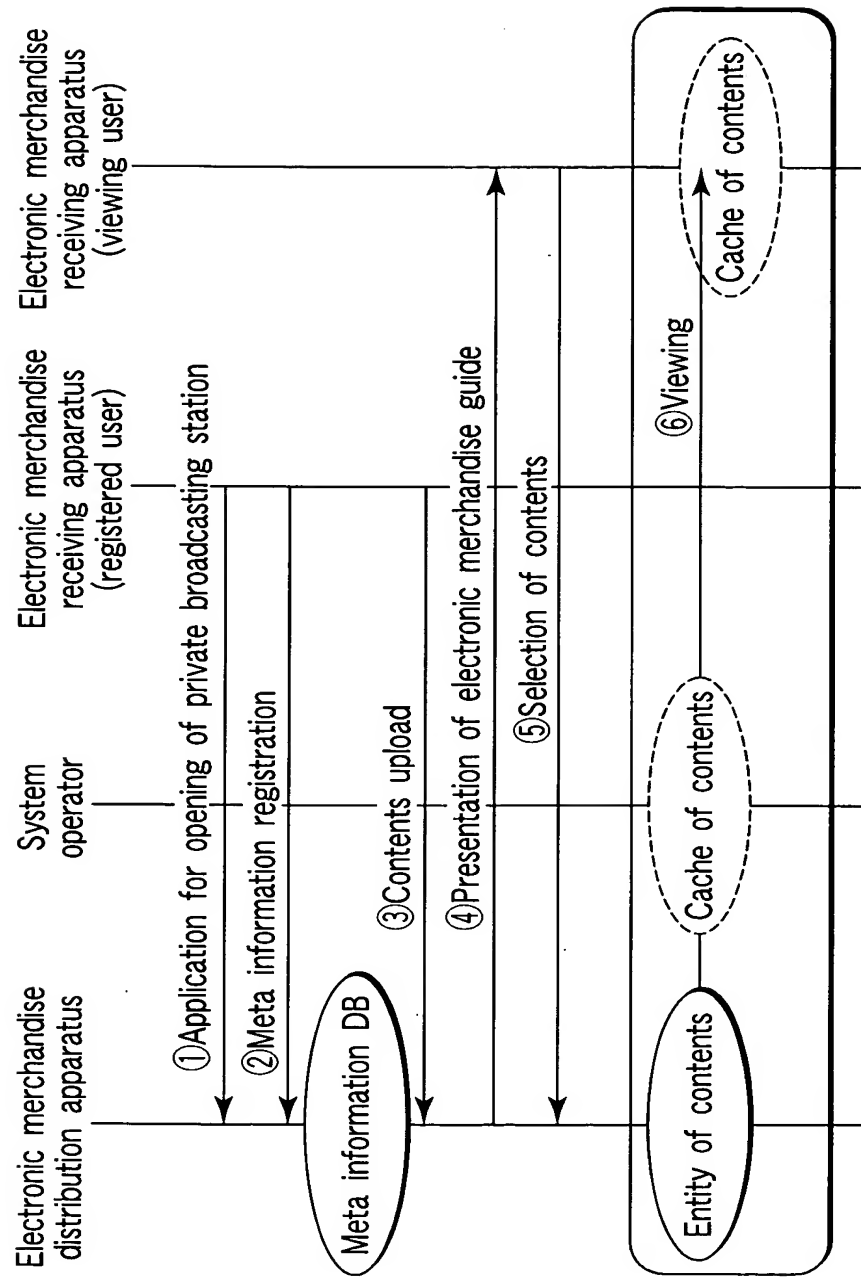
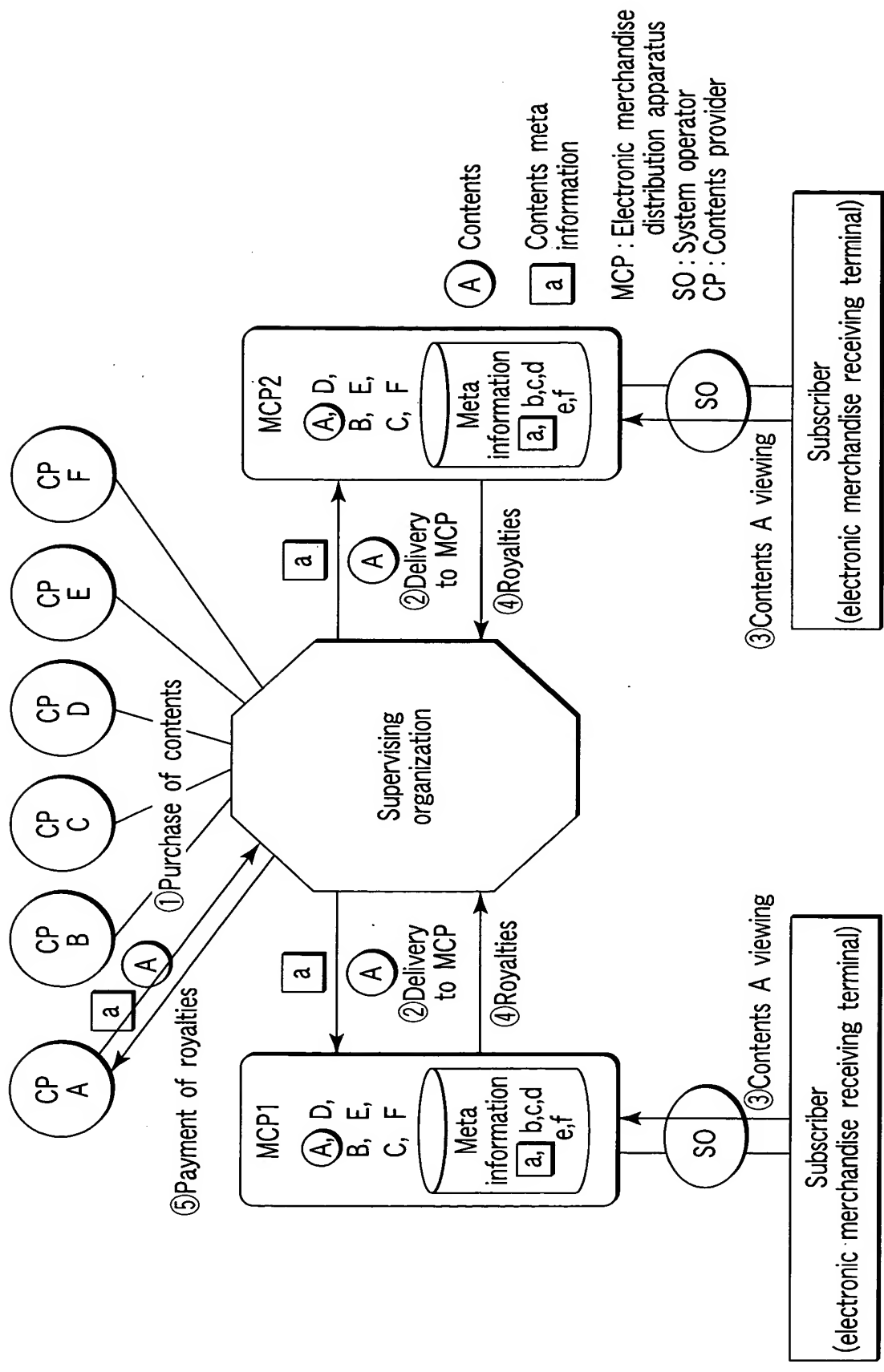


FIG. 46



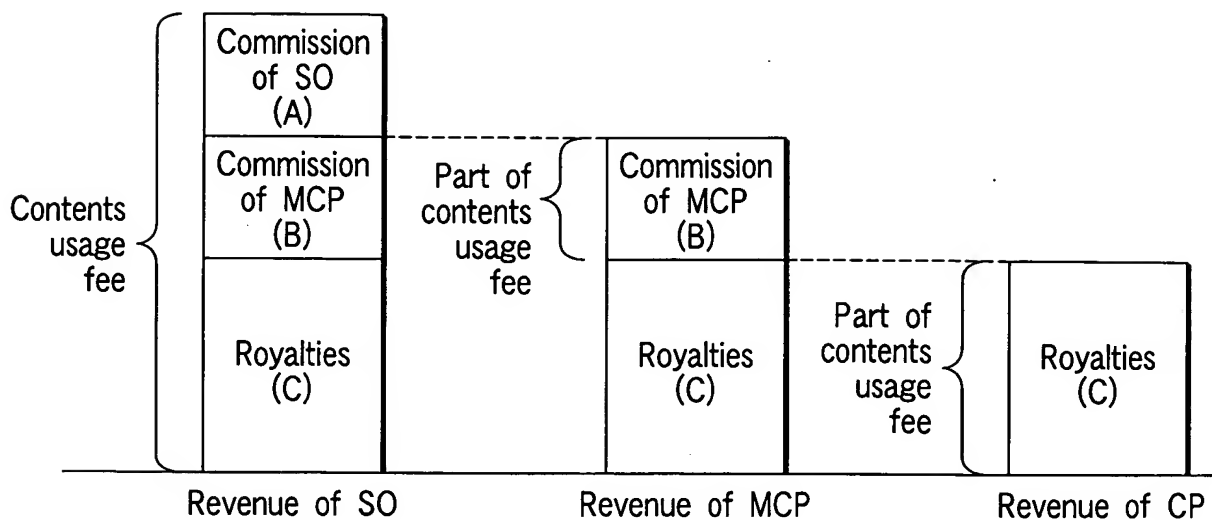
Distribution of private broadcasting station contents

FIG. 47



Case of contents acquisition by supervising organization
of electronic merchandise distribution apparatuses

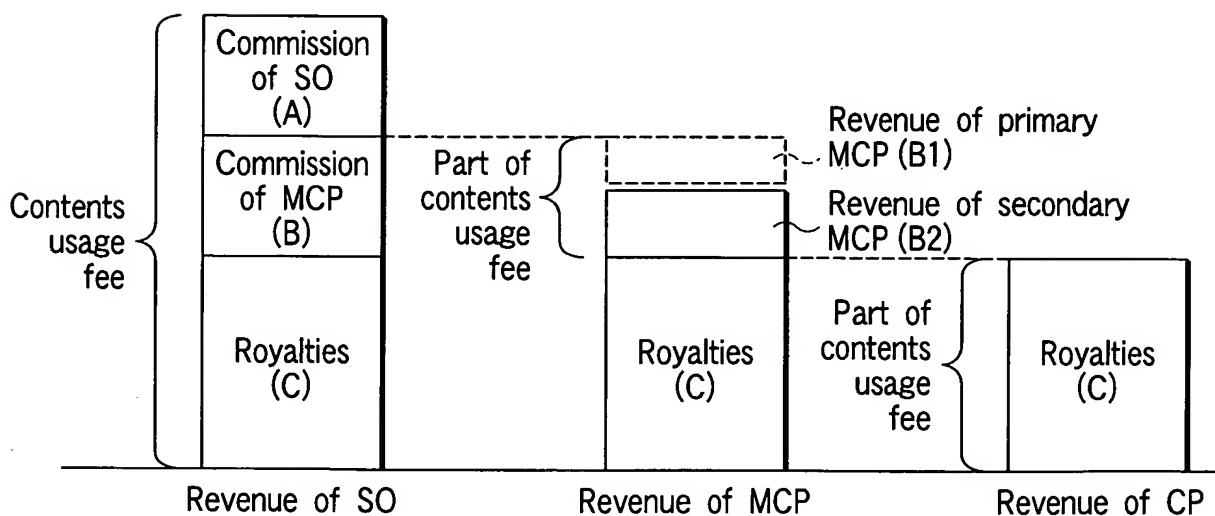
FIG. 48



MCP : electronic merchandise distribution apparatus
 SO : system operator, CP : contents provider

Concept of contents usage fee purchased by supervising organization of electronic merchandise distribution apparatuses

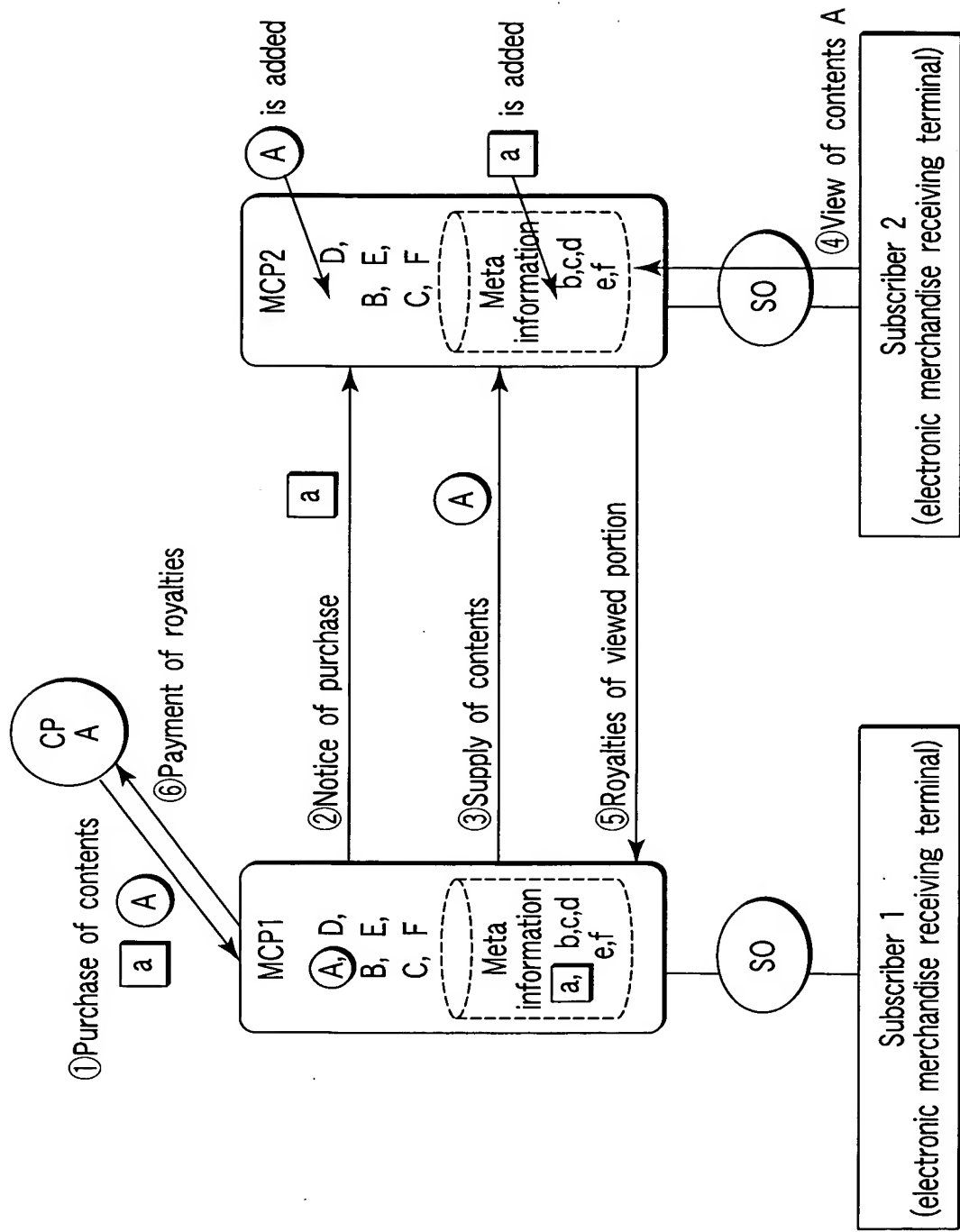
FIG. 49



MCP : electronic merchandise distribution apparatus
 SO : system operator, CP : contents provider

Concept of contents usage fee of contents independently acquired by electronic merchandise distribution apparatus

FIG. 51



MCP : electronic merchandise distribution apparatus, SO : system operator, CP : contents provider

Case of contents acquisition independently by electronic merchandise distribution apparatus

FIG. 50